

# **India Aesthetic Surgery Market Outlook to 2016 – Affordable Cost and Rising Consumer Awareness Driving the Growth**

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## **Abstracts**

### **EXECUTIVE SUMMARY**

The report titled 'India Aesthetic Surgery Market Outlook to 2016 – Affordable Cost and Rising Consumer Awareness Driving the Growth' provides a detailed description of the aesthetic surgery market scenario in India and comprehensive analysis of the various qualitative and quantitative factors that are influencing this market in India. The report depicts the size of the market in India, major segments of the market, a competitive landscape between key players in India and the recent trends and developments in the aesthetic surgery market in India.

The report also covers future outlook and projections for the aesthetic surgery market in India on the basis of several industry factors that will shape the growth of this market in next five years. In addition to the aesthetic surgery market the aesthetic surgery devices market in India have also been explained in depth in the report. The devices section includes the size of the market of aesthetic devices in India, the segments of the aesthetic devices on the basis of the applications as well as future outlook and projections for aesthetic devices market in India on the basis of various macroeconomic and industry factors.

The aesthetic or cosmetic surgery market in India which includes various invasive/surgical and non-invasive/ non-surgical cosmetic surgery procedures has grown at a CAGR of ~ % during the period 2009-2011 showcasing a remarkable surge in the non-surgical procedures, such as botox, laser hair removal and others.

India was ranked 4th in 2009 and 5th in 2010, globally, on the basis of total number of

cosmetic procedures performed behind countries such as the US, Brazil, China and Japan. The statistics reflect a strong rising demand of cosmetic procedures in the country owing to strong aspirations in the growing middle class population to restore and achieve a perfect body shape that enhances their chances of growing fast in their professions and helps them to get best possible marriage partners. The cosmetic procedures are also growing popular among teenagers who approach cosmetic surgeons and beauty clinics for different non-surgical procedures like chemical peels, laser skin rejuvenation, botox, fillers and many more to correct their appearance related disorders such as acne marks and birth marks which helps them in establishing good impression in campus and among friends. The cosmetic surgery market in India also attracts number of medical tourists as they want to escape expensive healthcare insurance cover in their home countries. Because of this the foreign patients prefer more elaborate and extensive procedures such as abdominoplasty, laser liposuction, face lifts, breast augmentation.

India during a short span of time has scaled in the cosmetic surgery market across the world due to the prevalence of better healthcare infrastructure, aids, well qualified and experienced cosmetic surgeons and most importantly because of the availability of almost all category of cosmetic surgeries at a price lower than several other countries such as the US, Brazil, China, Japan and others.

For instance, as compared to USD ~ for abdominoplasty procedure in the US, in India the average surgeon fee for such procedure was around USD ~ in 2010. Similarly, for a procedure such as blepharoplasty that would cost on an average USD ~ in the US; would cost USD ~ in India. Breast augmentation and Brest lift that cost USD ~ and USD ~ respectively in the US would cost around USD ~ and USD ~ respectively in India.

Overall, the aesthetic surgery market in India is expected to grow with a CAGR of around ~ % during the period 2012-2016.

The aesthetic device market in India was valued at USD ~ million in 2009 which reached USD ~ million in 2011 by growing at a CAGR of ~ %. The major factors responsible for this growth are surge in demand for laser and energy devices due to prevalence of non-surgical procedures such as laser hair removal, laser skin tightening and skin rejuvenation among men and women for benefits like less time involved in procedure and no recuperation time required. The aesthetic devices market in India is anticipated to grow potentially in next five years on account of escalating demand for aesthetic/cosmetic procedures every year caused by growing consumer awareness and increasing disposable income capacity of the middle class population. The strong rise in

the aesthetic/cosmetic surgeries catered to domestic consumers as well as foreign medical tourists coming to India has created new opportunities for aesthetic device companies by generating enormous demand for aesthetic devices used in various cosmetic procedures. Overall, it is estimated that the aesthetic devices market in India will grow with a CAGR of around ~ % during the period of 2012-2016.

## **KEY TOPICS COVERED IN THE REPORT**

The market size of India Aesthetic/Cosmetic Surgery Market by total number of procedures for the period 2006-2011.

Market segmentation of aesthetic surgery market in India on the basis of surgical and non surgical procedures, 2009-2011.

Market size, introduction and future outlook/projections of the most popular surgical and non-surgical aesthetic procedures.

Trends and Development of the aesthetic surgery market in India.

Competitive landscape and a detailed company profile of the major hospital groups in India, 2011.

Future outlook and projections of aesthetic surgery market in India, 2012-2016

Macroeconomic factors affecting the aesthetic surgery market in India.

The market size of the aesthetic device market in India, 2009-2011.

Market segmentation of aesthetic devices market in India on the basis of type and application.

Future outlook and projections for aesthetic device market in India, 2012-2016.

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