

India Medical Aesthetics Market - 2025 -2033

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Abstracts

India Medical Aesthetics Market Size

The India medical aesthetics market size reached US\$ 1.86 Billion in 2024 from US\$ 1.70 Billion in 2023 and is expected to reach US\$ 4.39 Billion by 2033, growing at a CAGR of 10.1% during the forecast period 2025-2033.

India Medical Aesthetics Market Overview

The India medical aesthetics market is experiencing robust growth, driven by increasing awareness of cosmetic procedures, technological advancements, and a growing emphasis on personal appearance. The market is expected to continue expanding, with projections indicating a significant increase in market size. The expansion of medical tourism and the rising demand for minimally invasive procedures are expected to further propel market development in the coming years.

The 2023 ISAPS Global Survey suggests India is ranked second and third in rhinoplasty and liposuction surgeries and seventh overall in surgical and nonsurgical aesthetic procedures. Further, India ranks second in nonsurgical facial rejuvenation done by plastic surgeons. With over 1 million aesthetic procedures in a year by plastic surgeons, India has taken a giant leap with an upward growth trajectory, which is accelerating the medical aesthetics market in India

India Medical Aesthetics Market Dynamics

Drivers:

Rising aging population is significantly driving the India medical aesthetics market growth

As people age, they often experience changes in their skin, appearance, and overall physical features, which further increases the demand for medical aesthetic procedures in India. The aging population is likely to drive a higher demand for aesthetic anti-aging treatments and procedures. Individuals may seek aesthetic interventions to address wrinkles, sagging skin, and other age-related concerns, contributing to the growth of the medical aesthetics market in India.

As life expectancy increases, individuals in their later years often desire to maintain a more youthful appearance. Medical aesthetics procedures, such as facial rejuvenation, dermal fillers, and skin tightening treatments, can help individuals achieve a more youthful look to prevent aging skin. With more individuals choosing to remain socially and professionally active later in life, there is a growing desire to maintain a vibrant and energetic appearance. Medical aesthetics procedures offer a way to enhance self-confidence and maintain an active lifestyle.

Restraints:

The high cost of the procedures is hampering the growth of the India medical aesthetics market

The high cost associated with medical aesthetic procedures is impacting the market in India. While the demand for such procedures is rising, cost considerations remain a crucial aspect influencing the decision-making process for potential consumers. In a country like India, where healthcare expenses may already be a significant part of household budgets, potential patients may prioritize basic healthcare needs over elective aesthetic procedures. High costs may lead individuals to allocate their resources to more essential healthcare services

The majority of medical aesthetic procedures are considered elective and are often not covered by health insurance. This means that individuals must bear the full cost of the procedures themselves. The high cost of these treatments can limit their accessibility to a more affluent segment of the population, excluding a significant portion of potential patients.

For instance, the average tumescent liposuction surgery cost in India is Rs.1,00,000 (US\$ 1200) for the abdomen Whereas Vaser Liposuction Surgery costs about \$200 to \$300 more, extensive facelift procedures cost about Rs 1,50,000 - 2,00,000, rhinoplasty procedure costs Rs 1,00,000 - 1,50,000 and the liposuction procedure costs Rs 50,000

- 2,00,000. These high costs may limit the adoption of medical procedures in India.

Opportunities:

Incorporating AI and data analytics into aesthetic procedures creates a market opportunity for the Indian medical aesthetics market

AI and data analytics can analyze individual skin conditions, considering factors such as skin type, concerns, and responsiveness to treatments. This allows for the creation of personalized treatment plans tailored to the specific needs of each patient, enhancing the effectiveness of medical aesthetic procedures. AI-powered tools can conduct detailed and comprehensive analyses, going beyond what the human eye can perceive.

For instance, on January 10, 2024, DBRIDGE INDIA PVT. LTD., a subsidiary of South Korea's Dental Bridge Co., LTD., has launched its platform "Doctorbridge" to link medical device manufacturers with end-users, especially doctors. Their unique strategy involves establishing a robust online ecosystem and prioritizing continuous clinical education, fostering knowledge exchange among doctors on a global scale. In addition, DBRIDGE India is bringing the latest trends and techniques for those aspiring to achieve the coveted 'Korean Glass Skin' look.

India Medical Aesthetics Market, Segment Analysis

The India medical aesthetics market is segmented based on type, application, and end-user.

The devices segment from the type reached US\$ 1.05 Billion in 2024 in the India medical aesthetics market

Indian consumers and practitioners increasingly prefer advanced devices that offer targeted skin rejuvenation, hair removal, body contouring, and pigmentation treatments. Laser devices are widely used for hair removal and skin resurfacing, a highly sought-after service in metros like Delhi, Mumbai, and Bengaluru. Radiofrequency devices are popular for skin tightening and cellulite reduction. Several Indian companies and startups are now developing cost-effective, portable, and multi-functional devices tailored to Indian skin types and market price points. This trend boosts device adoption across Tier 2 and Tier 3 cities.

The devices segment dominates due to the increasing preference for technologically

advanced, non-invasive treatments, the rapid growth of aesthetic clinics investing in energy-based devices, and a consistent upward trend in adoption fueled by innovation and expanding medical tourism. This segment not only generates higher revenue but also drives the development of the entire aesthetics market in India.

India Medical Aesthetics Market Competitive Landscape

Top companies in the India medical aesthetics market include AbbVie Inc., Medicure Group of Companies, BTL Group of Companies, Concord Medisys, Candela Medical, Cosderma, Alma Medical Pvt Ltd, Timpac Healthcare, Merz Aesthetics, and Lumenis Be Ltd, among others.

DMI Insights on the India Medical Aesthetics Market

According to the DMI analysis, the India medical aesthetics market size reached US\$ 1.86 Billion in 2024 and is expected to reach US\$ 4.39 Billion by 2033, growing at a CAGR of 10.1% during the forecast period 2025-2033.

The market is positioned for significant growth and transformation over the next decade, fueled by a confluence of demographic, economic, technological, and cultural factors.

Rising awareness of cosmetic procedures, rapid urbanization, and a growing middle-class population are collectively driving demand for aesthetic treatments and advanced devices. India's unique market characteristics, such as diverse skin types, emerging Tier 2 and Tier 3 city consumers, and expanding male participation, present distinct opportunities that differentiate it from global peers.

Moreover, India's growing stature as a medical tourism hub enhances the market's appeal, attracting international patients seeking quality care at competitive prices. The integration of traditional wellness with modern aesthetic techniques adds further depth and localization to the market, resonating with culturally diverse consumers. India's evolving medical aesthetics landscape offers lucrative opportunities for global and domestic players alike, promising sustained growth and innovation in this dynamic sector.

The India medical aesthetics market report delivers a detailed analysis with 39 key tables, more than 33 visually impactful figures, and 125 pages of expert insights, providing a complete view of the market landscape.

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