

# **Korea Medical Aesthetics Market Size, Share & Trends Analysis Report By Procedure Type (Invasive Procedure (Breast augmentation, Eyelid Surgery), Non-invasive Procedure), And Segment Forecasts, 2020 - 2027**

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## **Abstracts**

The Korean medical aesthetics market size is expected to reach a value of USD 4.4 billion by 2027, expanding at a CAGR of 13.3%, according to a new report by Grand View Research, Inc. Korea is known as the plastic surgery capital of the world. Korea is one of the highly populated countries in the world. The major factors propelling the market are increasing desire for beauty, the rise of medical tourism, the influence of K-pop beauty, and technological advancement.

Appearance and beauty are institutionalized in the culture of Korea. The number of both non-invasive and non-invasive surgeries is high in Korea. Eyelid surgery is the most popular surgery as Koreans have monolid eyes. Monolid eyes are those eyes that have no crease on the eyelid. In addition, eyelid surgery is cheaper and has a shorter recovery time in comparison to other surgeries. Initially, Korea was known to have more facial surgeries. However, other procedures such as body contouring, lifting, Botox, and fillers are gaining popularity owing to easy access to non-invasive surgeries. Also, the entry barrier for performing these surgeries is low as anyone with a medical license is permitted to perform these surgeries. Korean men are also undergoing aesthetic procedures such as anti-aging, jaw surgeries, facial contouring, and blepharoplasty.

With the rising geriatric population in Korea, many people above the age of 40 are undergoing aesthetic treatment in order to look younger. Apart from astounding invasive and non-invasive procedures, Korea is known for innovating and developing new minimally invasive methods. For instance, Blue Rose thread facelifts. In this procedure,

a series of self-dissolving threads are inserted near the hairline to tighten the skin.

Further key findings from the study suggest:

The non-invasive procedures segment dominated the market in 2018 and is expected to register the fastest CAGR over the forecast period. The rise in the number of men and women wanting to improve their aesthetic appearance has been fueling the demand for non-invasive procedures

Eyelid Surgery held the largest share in the market, owing to factors such as inexpensive procedure and quick recovery time

Botox injections dominated the market for medical aesthetics owing to the increasing demand for anti-aging treatment and the urge to look younger

Key players of the market include Medytox; BioPlus Co., Ltd.; Daewoong Pharma; Cynosure (Hologic, Inc); Johnson and Johnson; Galderma S.A.; Alma Lasers; Allergan, Inc.; and Lutronic.

## Contents

### CHAPTER 1. METHODOLOGY AND SCOPE

- 1.1. Market segmentation & scope
- 1.2. Information procurement
  - 1.2.1. Purchased database
  - 1.2.2. GVR's internal database
  - 1.2.3. Secondary sources & third-party perspectives
  - 1.2.4. Primary research
- 1.3. Information analysis
  - 1.3.1. Data analysis models
- 1.4. Market formulation & data visualization
- 1.5. Data validation & publishing

### CHAPTER 2. EXECUTIVE SUMMARY

- 2.1. Market Outlook
- 2.2. Segment Outlook
- 2.3. Competitive Insights

### CHAPTER 3. KOREA MEDICAL AESTHETICS MARKET VARIABLES, TRENDS & SCOPE

- 3.1. Market Lineage outlook
  - 3.1.1. Parent market outlook
  - 3.1.2. Related/ancillary market outlook
- 3.2. Penetration & Growth Prospect Mapping
- 3.3. Product Pipeline Analysis
- 3.4. Market Dynamics
  - 3.4.1. Market Driver Analysis
  - 3.4.2. Market Restraint Analysis
- 3.5. Korea Medical Aesthetics: Market Analysis Tools
  - 3.5.1. Industry Analysis - Porter's
    - 3.5.1.1. Supplier Power:
    - 3.5.1.2. Buyer Power
    - 3.5.1.3. Substitution Threat
    - 3.5.1.4. Threat from new entrant:
    - 3.5.1.5. Competitive rivalry:

### 3.5.2. PESTEL Analysis

- 3.5.2.1. Political Landscape
- 3.5.2.2. Environmental Landscape
- 3.5.2.3. Social Landscape
- 3.5.2.4. Technology Landscape
- 3.5.2.5. Legal Landscape

## **CHAPTER 4. KOREA MEDICAL AESTHETICS MARKET: SEGMENT ANALYSIS, BY PROCEDURE TYPE, 2016 - 2027 (USD MILLION)**

- 4.1. Procedure type market share analysis, 2019 & 2027
- 4.2. Segment Dashboard
- 4.3. Market Size & Forecasts and Trend Analyses, 2016 to 2027 for the following
  - 4.3.1. Invasive Procedure
    - 4.3.1.1. Breast augmentation
    - 4.3.1.2. Liposuction
    - 4.3.1.3. Nose reshaping
    - 4.3.1.4. Eyelid Surgery
    - 4.3.1.5. Tummy tuck
    - 4.3.1.6. Others
  - 4.3.2. Non-invasive Procedure
    - 4.3.2.1. Botox injections
    - 4.3.2.2. Soft tissue fillers
    - 4.3.2.3. Chemical peel
    - 4.3.2.4. Laser hair removal
    - 4.3.2.5. Microdermabrasion
    - 4.3.2.6. Others

## **CHAPTER 5. KOREA MEDICAL AESTHETICS MARKET - COMPETITIVE ANALYSIS**

- 5.1. Key companies profiled
  - 5.1.1. Cynosure (Hologic, Inc)
    - 5.1.1.1. Company Overview
    - 5.1.1.2. Financial Performance
    - 5.1.1.3. Product Benchmarking
    - 5.1.1.4. Strategic Initiatives
  - 5.1.2. Johnson & Johnson.
    - 5.1.2.1. Company Overview
    - 5.1.2.2. Financial Performance

- 5.1.2.3. Product Benchmarking
- 5.1.2.4. Strategic Initiatives
- 5.1.3. Galderma S.A.
  - 5.1.3.1. Company Overview
  - 5.1.3.2. Financial Performance
  - 5.1.3.3. Product Benchmarking
  - 5.1.3.4. Strategic Initiatives
- 5.1.4. Alma Lasers
  - 5.1.4.1. Company Overview
  - 5.1.4.2. Financial Performance
  - 5.1.4.3. Product Benchmarking
  - 5.1.4.4. Strategic Initiatives
- 5.1.5. Allergan, Inc
  - 5.1.5.1. Company Overview
  - 5.1.5.2. Product Benchmarking
  - 5.1.5.3. Financial Performance
  - 5.1.5.4. Strategic Initiatives
- 5.1.6. Lutronic
  - 5.1.6.1. Company Overview
  - 5.1.6.2. Financial Performance
  - 5.1.6.3. Product Benchmarking
  - 5.1.6.4. Strategic Initiatives
- 5.1.7. Daewoong Pharma
  - 5.1.7.1. Company Overview
  - 5.1.7.2. Financial Performance
  - 5.1.7.3. Product Benchmarking
  - 5.1.7.4. Strategic Initiatives
- 5.1.8. BioPlus Co., Ltd
  - 5.1.8.1. Company Overview
  - 5.1.8.2. Financial Performance
  - 5.1.8.3. Product Benchmarking
  - 5.1.8.4. Strategic Initiatives
- 5.1.9. Medytox
  - 5.1.9.1. Company Overview
  - 5.1.9.2. Financial Performance
  - 5.1.9.3. Product Benchmarking
  - 5.1.9.4. Strategic Initiatives
- 5.1.10. Syneron Candela
  - 5.1.10.1. Company Overview

5.1.10.2. Financial Performance

5.1.10.3. Product Benchmarking

5.1.10.4. Strategic Initiatives

## List Of Tables

### LIST OF TABLES

Table 1 List of Secondary sources

Table 2 Korea Medical Aesthetics market, by procedure type, 2016 - 2027 (USD Million)

Table 3 Korea Medical Aesthetics market, by invasive procedures, 2016 - 2027 (USD Million)

Table 4 Korea Medical Aesthetics market, by non-invasive procedures, 2016 - 2027 (USD Million)

## List Of Figures

### LIST OF FIGURES

- Figure 1 Primary interviews, by sources
- Figure 2 Primary interviews, by country
- Figure 3 Market summary (USD Million)
- Figure 4 Market trends & outlook
- Figure 5 Market segmentation & scope
- Figure 6 Market driver relevance analysis (Current & future impact)
- Figure 7 Market restraint relevance analysis (Current & future impact)
- Figure 8 Key opportunities prioritized, by procedure type
- Figure 9 SWOT analysis, by factor (political & legal, economic and technological)
- Figure 10 Porter's Five Forces Analysis
- Figure 11 Korea Medical Aesthetics market: Procedure type movement analysis
- Figure 12 Invasive procedure market, 2016 - 2027 (USD Million)
- Figure 13 Breast augmentation market, 2016 - 2027 (USD Million)
- Figure 14 Liposuction market, 2016 - 2027 (USD Million)
- Figure 15 Nose reshaping market, 2016 - 2027 (USD Million)
- Figure 16 Eyelid Surgery market, 2016 - 2027 (USD Million)
- Figure 17 Tummy tuck market, 2016 - 2027 (USD Million)
- Figure 18 Others market, 2016 - 2027 (USD Million)
- Figure 19 Non-invasive procedure market, 2016 - 2027 (USD Million)
- Figure 20 Botox injections market, 2016 - 2027 (USD Million)
- Figure 21 Soft tissue fillers market, 2016 - 2027 (USD Million)
- Figure 22 Chemical peel market, 2016 - 2027 (USD Million)
- Figure 23 Laser hair removal market, 2016 - 2027 (USD Million)
- Figure 24 Microdermabrasion market, 2016 - 2027 (USD Million)
- Figure 25 Others market, 2016 - 2027 (USD Million)



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