

# Asia Pacific Rhinoplasty Market (2019-2025)

<https://marketpublishers.com/r/AAD881886D62EN.html>

Date: January 2020

Pages: 65

Price: US\$ 1,500.00 (Single User License)

ID: AAD881886D62EN

## Abstracts

The Asia Pacific Rhinoplasty Market would witness market growth of 7.9% CAGR during the forecast period (2019-2025).

Social media is also expected to play a vital role in raising market demand. The extensive influence of social media has sparked a pattern of selfies and a desire for a perfect picture of the face. Different photo-editing options offered by social media apps have allowed users to recognize the facial changes needed to achieve a desirable image, further fueling demand for a flawless appearance. For example, according to the American Academy of Facial Plastic and Reconstructive Data, almost 30 percent of patients are seeking reconstructive care to fulfill their social media requirements.

In addition, the rising adoption of smartphones and the increasing amount of time spent by millennials on social media platforms are expected to fuel demand for cosmetic surgery, thus indirectly accelerating market growth. The quick availability of information on treatments, patient interactions and surgery reviews on social media websites is also expected to have a positive impact on demand.

Medical tourism justifies the surprisingly high position of several countries on the lists of procedures because surveys usually consider only the raw procedure counts and not the patients' identities or nationalities. For example, South Korea and Thailand are all known as destinations where patients can get quality care at significantly lower rates. For Koreans, plastic surgery is not just about being 'normal', but about moving forward and being 'above-normal.' The plastic surgery surge is hardly anything compared with the Koreans' obsession with education or religion.

The Asia Pacific region is expected to experience the highest CAGR over the forecast period. This growth can be associated with an increase in disposable income combined with medical tourism due to the availability of low-cost procedures and advancements in

healthcare infrastructure. According to the International Society of Esthetic Plastic Surgery, China is among the top three countries with the highest number of cosmetic surgeons, which is about 6.4% of the world's total number of cosmetic surgeons. The report also states that around 36,721 rhinoplasty procedures were carried out in Japan in 2017.

Based on Treatment Type, the market is segmented into Augmentation, Reduction, Revision, Reconstructive, Post Traumatic, Filler and Other Treatment Types. Based on Technique, the market is segmented into Open Rhinoplasty and Closed Rhinoplasty. Based on countries, the market is segmented into China, Japan, India, South Korea, Singapore, Malaysia, and Rest of Asia Pacific.

The market research report covers the analysis of key stake holders of the market. Key companies profiled in the report include Stryker Corporation, Medartis AG, Allergan PLC, Sientra, Inc., Sunset Cosmetic Surgery, Implantech Associates, Inc., GC Aesthetics PLC, Surgiform Technology Ltd., New York Center for Facial Plastic & Laser Surgery, and Comeg Medical Technologies.

## **SCOPE OF THE STUDY**

Market Segmentation:

By Treatment Type

Augmentation

Reduction

Revision

Reconstructive

Post Traumatic

Filler

Other Treatment Types

## By Technique

Open Rhinoplasty

Closed Rhinoplasty

## By Country

China

Japan

India

South Korea

Singapore

Malaysia

Rest of Asia Pacific

## Companies Profiled

Stryker Corporation

Medartis AG

Allergan PLC

Sientra, Inc.

Sunset Cosmetic Surgery

Implantech Associates, Inc.

GC Aesthetics PLC

Surgiform Technology Ltd.

New York Center for Facial Plastic & Laser Surgery

Comeg Medical Technologies

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