

Global Medical Aesthetics Market Report: 2015 Edition

<https://marketpublishers.com/r/GE3970BE194EN.html>

Date: November 2015

Pages: 64

Price: US\$ 800.00 (Single User License)

ID: GE3970BE194EN

Abstracts

Aesthetics is an exclusive branch of medical science that focuses on enhancing appearance of an individual through surgical and non-surgical procedures; while conserving their unique attributes. Both surgical and non-surgical procedures are considered to be appropriate treatment options for people who want to inculcate an instant change in their appearance. However, along with the various advantages, aesthetic surgical procedures also have certain disadvantages associated with them. The facial aesthetics encompasses anti-aging treatments via botulinum toxins and fillers, which are nonsurgical procedures that do not require any anesthesia or incisions.

Rising economic participation of women, improving consumer confidence, burgeoning obese population, increasing population of women and rising GDP of countries are some of the important factors driving the growth of aesthetics market globally. However, the growth of the market is hindered by challenges including fierce competition in aesthetics leading to price erosion and potential health risks associated with aesthetic procedures.

Key trends of the market include robust shift towards non-invasive aesthetic devices, substitution of silicone implants by saline implants, body contouring as an upcoming high growth area, greater availability of physicians for aesthetic procedures, favorable macro trends in the U.S., and responsive attitude of patients and physicians toward new treatment options.

The report, "Global Medical Aesthetics Market" analyzes the currently prevailing condition of the market along with its future scope of development. The global market along with specific markets of the North America region including the U.S., and Korea are discussed in the report. The major trends, growth drivers as well as issues being faced by the industry are being presented in this report. The major players in the industry are being profiled, along with their key financials and strategies for growth.

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