Medical Aesthetics Market - Forecast To 2021

Description: The adoption of aesthetic procedures is rising across the globe due to the growing aging population, increasing awareness about cosmetic procedures, growing safety and efficacy of aesthetic procedures owing to technological advancements, and rising middle class population. However, rising adoption of branded cosmetic products, social stigmas associated with cosmetic treatments and product recalls are some of the key challenges faced by companies in the medical aesthetic market.

In this report, global medical aesthetics market has been segmented on the basis of products into energy-based devices, breast implants, facial aesthetics, tattoo removal devices, physician-dispensed cosmeceuticals and skin lighteners, thread lifting, physician-dispensed eyelash products, laser resurfacing devices, and laser hair removal devices. The energy-based devices segment is categorized into skin tightening and body shaping devices, liposuction devices, cellulite reduction devices and non-invasive fat reduction devices.

The breast implants segment is classified into silicone breast implants, saline breast implants, and cohesive semi-solid gel implants. The facial aesthetics segment is also categorized botulinum toxin (BOTOX), chemical peels, microdermabrasion, and dermal fillers. Physician dispensed cosmeceuticals segment is expected to grow at the highest CAGR, mainly due to rising demand for anti-aging products to treat wrinkles and visible signs of aging across the globe.

Based on end-users, the global medical aesthetics market is categorized into two major segments, namely, clinics plus medical spas and beauty centers. The clinics and medical spas segment is expected to account for the larger share of the global medical aesthetic market in 2016 and grow at the higher CAGR during the forecast period owing to the rising number of growing number of clinics & medical spas, aesthetic procedures across the globe, and growing patient preference for minimally invasive cosmetic surgeries.

Geographically, North America (comprising the U.S. and Canada) commanded the largest share in the global medical aesthetics market in 2015, followed by Europe. North America will continue to lead in the years to come, owing to rapidly aging and obese population, increasing demand for aesthetic procedures among male population.

However, the Asia-Pacific region is poised to grow at the highest CAGR of 12.9% in the next five years.

Currently, the medical aesthetics market is a diversified and competitive with a large number of players. In 2015, Syneron Medical Ltd., Cynosure Inc., and Solta Medical, Inc. were the top three companies in the global energy-based devices market.

Moreover, Allergan, Inc., Galderma S.A., and Merz Aesthetics, Inc. were the leading players in the global facial aesthetics market, in 2015.

The breast implants market was dominated by Allergan, Inc. and Mentor Corporation in 2015.

New product launches; agreements, partnerships, and alliances; mergers, acquisitions, and joint ventures; are the major strategies adopted by most of the key companies to strengthen their presence and increase their share in the market.

Report Coverage:

This report studies medical aesthetic market based on product and end-users. The report also studies factors (such as drivers, restraints, opportunities, and challenges) affecting market growth. It analyzes opportunities and challenges in the market for stakeholders and provides details of the competitive landscape for market leaders. Furthermore, the report analyzes micromarkets with respect to their individual growth trends, future prospects, and contributions to the total market. The report forecasts the revenue of the market segments with respect to four main regions.

This report strategically profiles key players involved in the manufacturing and commercialization of medical aesthetic products and comprehensively analyze their market shares and core competencies. The report
tracks and analyzes competitive developments such as new product launches, contracts, and agreements in the market.

Reasons to Buy the Report:

From an insight perspective, this research report focuses on various levels of analysis - industry analysis, market share analysis of the top ten players, and detailed company profiles - which together comprise and discuss basic views on the competitive landscape, emerging and high-growth market segments, high-growth regions and countries, and their respective drivers, restraints, challenges, and opportunities.

The report will enrich both established firms as well as new entrants/smaller firms to gauge the pulse of the market, which in turn will help them in garnering a greater market share. Firms purchasing the report could use one or a combination of the below-mentioned five strategies (market penetration, product development/innovation, market development, market diversification, and competitive assessment) for strengthening their market share.

The report provides insights on the following pointers:

- Market Penetration: Comprehensive information on medical aesthetic products offered by the top 10 market players. The report analyzes the medical aesthetic market by product and application
- Product Development/Innovation: Detailed insights on upcoming technologies, research and development activities, and new product launches in the medical aesthetic market
- Market Development: Comprehensive information about lucrative emerging markets. The report analyzes the markets for medical aesthetic solutions across geographies
- Market Diversification: Exhaustive information about new products, untapped geographies, and recent developments in the medical aesthetic market
- Competitive Assessment: In-depth assessment of market shares, strategies, products, of leading players in the medical aesthetic market

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