

PENETRATION OF AESTHETIC MEDICINE AND SURGERY IN INDIA

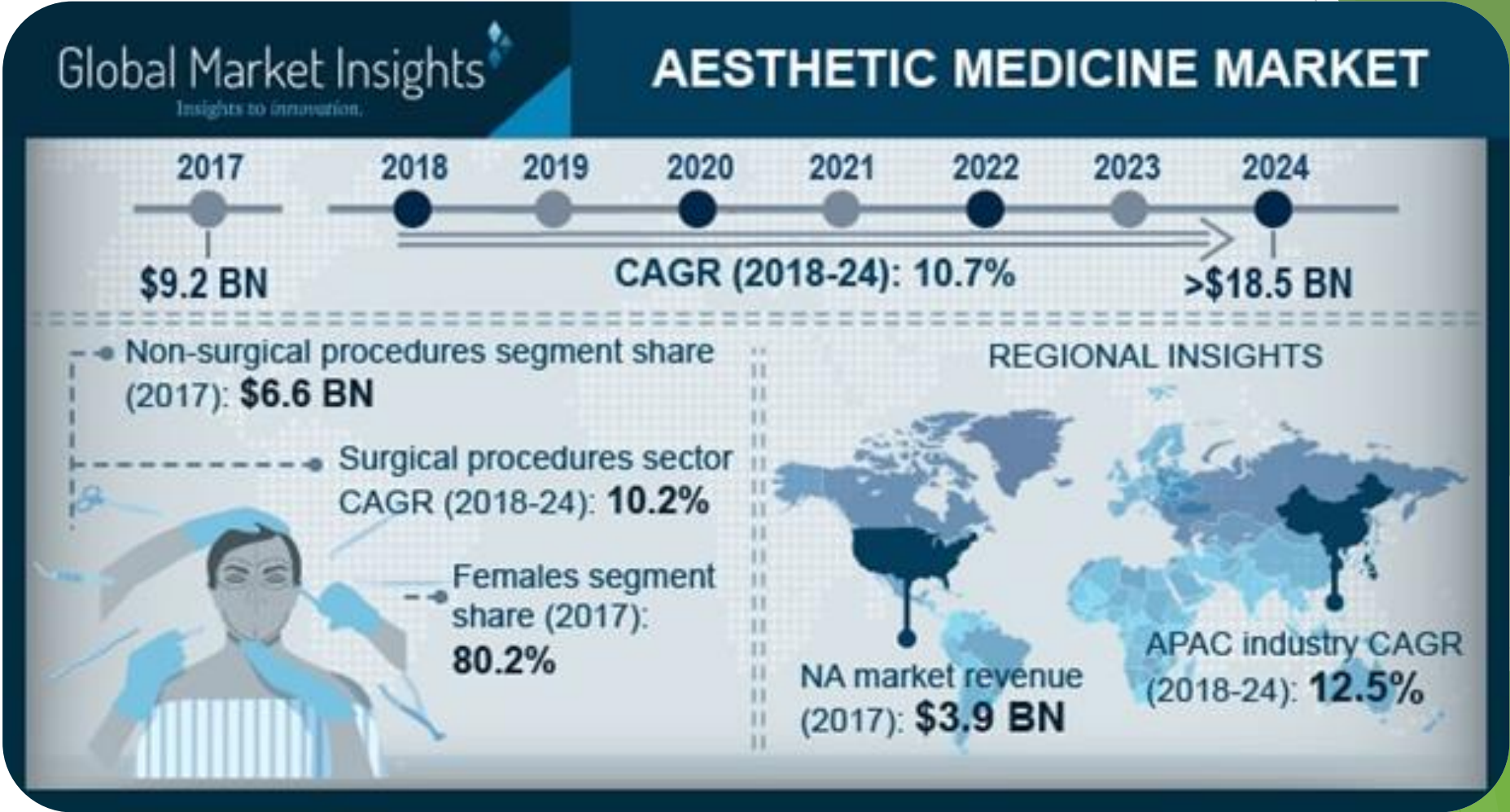
**Prepared in partial fulfilment of the requirements of
MBA Pharmaceutical Management**

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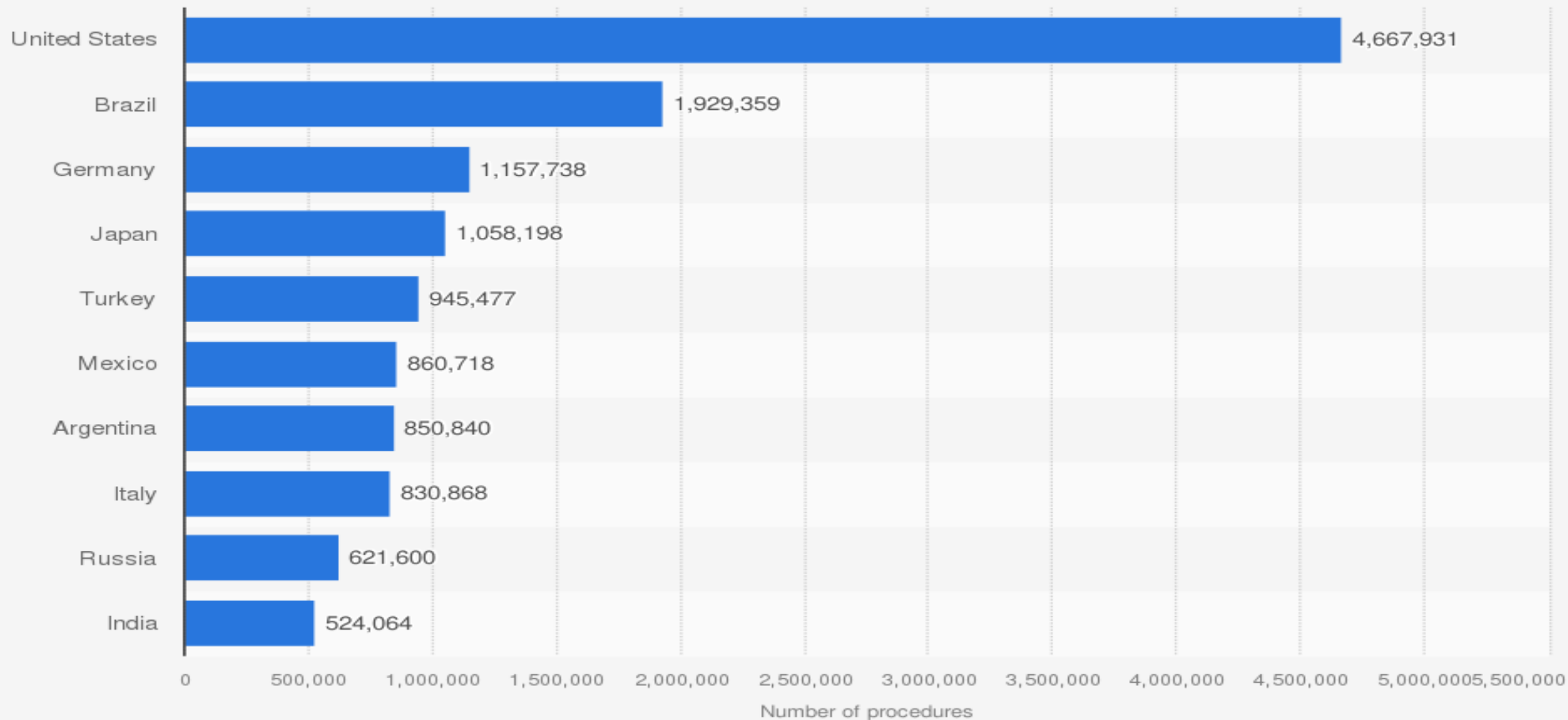
Overview

- Background: Aesthetic medicines and surgeries awareness has increased in India in recent years. There are few doctors who are still using old methods or medicine based approach to solve patient's problem. And also major chunk of doctors who has not updated their practice. So, India is lacking in delivering new aesthetic treatments to their clients.
- Aim: To find out awareness of aesthetic medicines and surgeries in India.
- Methodology: In this survey, few questions were being ask to doctors regarding awareness of patients to treatments which are being use on theme, and also asked them some questions to find out the trend in India for particular skin or hair problems. Also in this study multiple research paper studied to throw light on development of aesthetic procedure particularly in India with comparing some developed countries in aesthetic procedures.
- Result:
- Awareness of aesthetic procedures varies due to location in India, however I found out that tier 1 and tier 2 cities has highest awareness.
- Covid-19 impact on India particularly for aesthetic market has two sides, one is- it was good for awareness point of view. And second impact was not so good as a business point of view.
- Trends of cosmetic surgeries is growing significantly per year. People are preferring hair transplants, botox and fillers over any cosmetic procedures.

Introduction:



Countries with the largest total number of cosmetic procedures in 2020



Source
ISAPS
© Statista 2022

Additional Information:
Worldwide; 2020



Literature Review:

- The corona pandemic has had a significant impact on this increasing growth curve of aesthetic surgery and medical tourism over the last decade in India due to lockdowns, and demand will take time to recover.
- The global aesthetic medicine market size was valued at USD 99.1 billion in 2021 and is expected to expand at a compound annual growth rate (CAGR) of 14.5% from 2022 to 2030.
- The Indian aesthetics industry is worth \$53.3 billion in terms of both service and product revenue. Over the next five years, it is expected to grow at a CAGR of 5.5% and hit an outstanding \$73.6 billion mark by 2022.
- The medical aesthetic surgeries have proved to be boon for the medical benefits. Earlier when people were unable to remove deadly carcinogenic cells, tumors and overgrown body features, or when the procedures used were painful, people were scared of using it.

Methodology:

For this study and report, 80 doctors and 20 healthcare professional were included, every individual face some questions and according to their answers we got a conclusion. Our primary data was collected from various dermatologist and aesthetic practitioner.

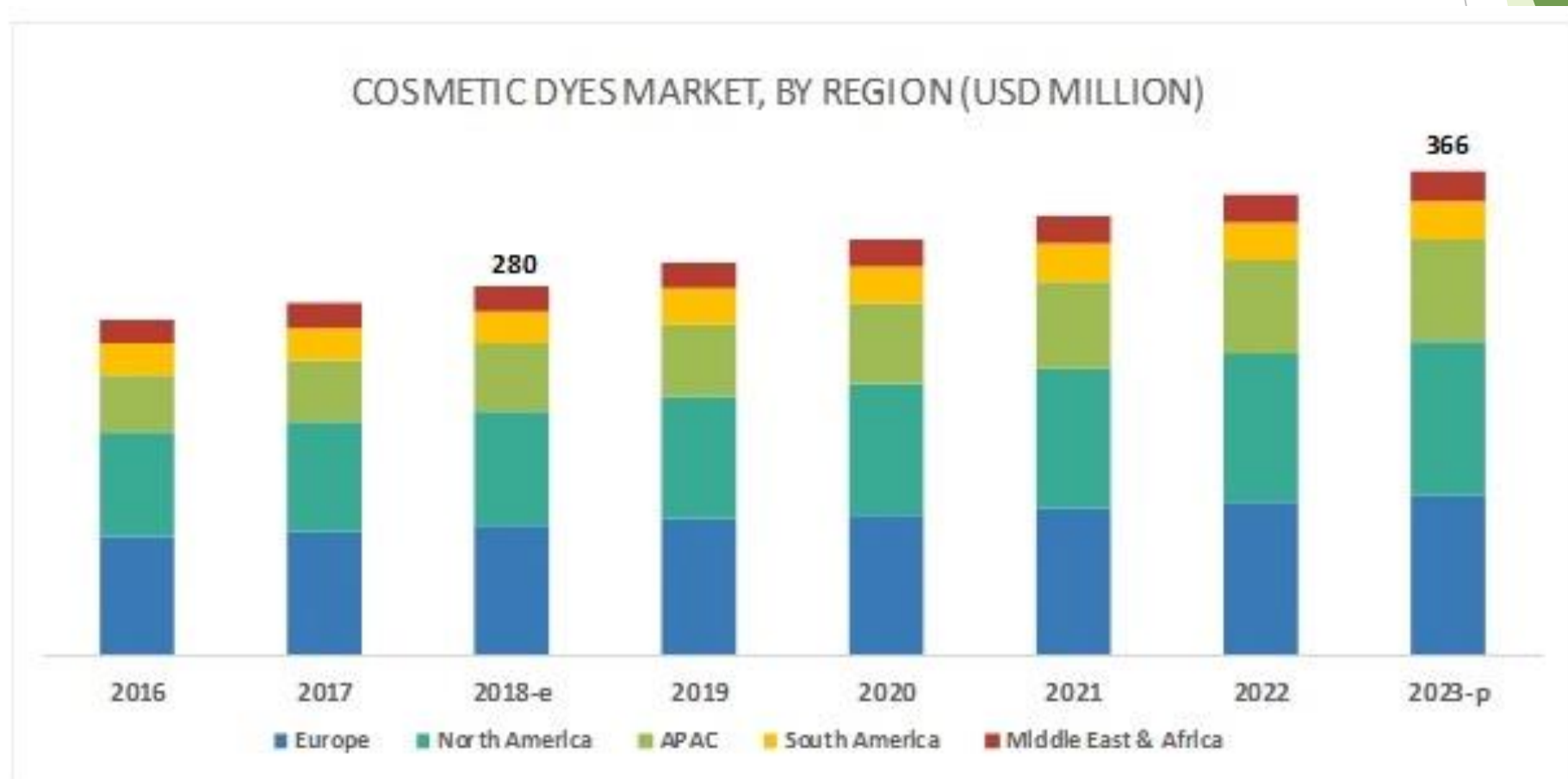
And secondary data was collected by various internet sources, research articles and google search. After collecting primary and secondary data, that data was concluded in form of diagrams, charts and tables.

City wise distribution of awareness for Aesthetic medicine and surgery's information



Comparison of Cosmetic Dyes Market by Region (Worldwide)

Developed countries are having huge numbers of cosmetic market, developed countries like USA, Spain, South Korea and some European countries. But India plays an important role here, as India is a developing country so the cost of aesthetic procedure is low as compared to other developed countries. So, many foreigners do medical tourism i.e. they come here for aesthetic procedures.



Conclusion

This study shows how drastically India is changing in terms of Aesthetic market and how social media playing important role in this. We can conclude that in India entry level product for patient to enter in aesthetic treatment is chemical peelings product. Awareness of Aesthetic products and device in India is moderate, and it is mostly varying due to the location of that person and education of that person. We can see in this industry we call patient as a client because that person is not suffering from any severe issue which hampers he/her life or cause life threatening effect, so we called them client. So, basically in this industry those clients are educated enough to have good conversation with doctor. Most of the time client knows about treatment and most alternative treatment, which going to happen with them. But if we compare this with pharma industry most of the people don't know which treatment they are getting and how effective is that treatment.

If we saw the trends for aesthetic market, as of now India is importing aesthetic device and products from foreign countries, like South Korea, Spain, China, USA, UK and Japan. But India soon start its own manufacturing (made in India) products, because large number of people are starting their own manufacturing units in India, as of they are starting with basic daily care aesthetic products, and this number is increasing every year.

Thank you