

Title: Development Status of Medical Cosmetology Industry in China
By: Wang Qi **Identification** 64AB986017
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ABSTRACT

China's medical cosmetology market has become the fastest growing medical cosmetology market in the world. At present, China's medical cosmetology industry has formed a complete industrial chain and sales integration chain, with a number of leading medical cosmetology enterprises and a huge medical cosmetology consumer group. Medical cosmetology has always been regarded as the most brilliant "star" in the medical service industry, representing the earliest rise of a group of medical service projects in China. With the gradual improvement of the transparency and standardization of the medical cosmetology industry in China, the competition pattern of the medical cosmetology industry segmentation will accelerate the restructuring, and the medical cosmetology industry has ushered in new development opportunities, and has become a hot category of the development of the medical health industry.

It has been twenty years since the "Medical cosmetology Service Management Measures" was promulgated by the Ministry of Health and implemented on May 1, 2002. In the past twenty years, with the continuous improvement of people's living standard and the increasing demand of the masses for medical cosmetology, the medical cosmetology industry has developed rapidly. According to a recent survey by the International Society of Aesthetic Plastic Surgery, China has become the third largest cosmetic surgery country in the world after the United States and Brazil. In

commemoration of the 20th anniversary of the promulgation and implementation of the Medical cosmetology Service Management Measures, the development process of China's medical cosmetology industry in the past ten years was summarized and analyzed, and the new ideas and concepts of the development of medical cosmetology industry suitable for China's national conditions under the background of medical reform were discussed.

This paper mainly includes the basic connotation of medical beauty, medical beauty industry chain, industrial policy, macro environment analysis, overall operation analysis, situation analysis, demand analysis, market size and barriers, development trend and prospect forecast analysis.

Key words: medical cosmetology industry, medical beauty industry chain, cosmetic surgery country

