

**88<sup>th</sup> Marketing Club** 14th Riyadh

**50<sup>th</sup> Business Club**

# **Surgical Beauty Marketing**

**Filler, Botox, Threads, implants**

**Tuesday 25-4-2023**

**8 PM EGY 9 PM KSA 10 PM UAE**

**FOUNDER & HOST**

**Dr. Mahmoud Bahgat**



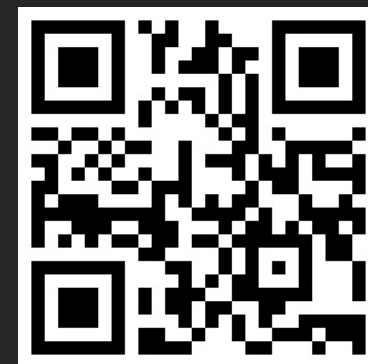
**INSTRUCTOR**

**DR. Ghofran**

**CEO & Medical R&D Consultant**



# AESTHETIC BEAUTY MARKET





# AGENDA

1. WHAT IS AESTHETIC ?

2. MARKET STAKEHOLDERS (Business Cycle)

3. MARKET SIZE & SEGMENTATION

4. AESTHETIC MARKET CATEGORIES

5. ENTRY BARRIERS (FIVE FORCES SUMMARY)

6. AESTHETIC MARKET MAIN PLAYERS

7. Q & A



# BEAUTY MARKET

## COSMETIC



Skin Care

Sunscreens

Hair Care

Makeups

Deodorants

## AESTHETIC



Botox

Fillers

Threads

Lasers

Peelings



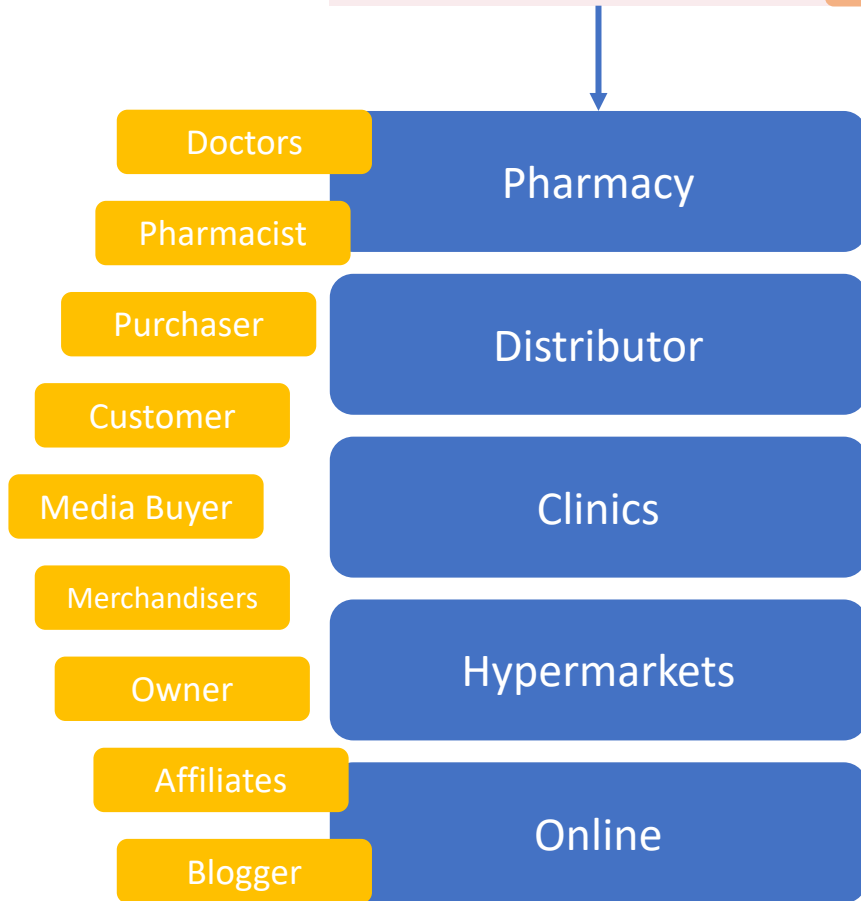


# BUSINESS STAKEHOLDERS

## COSMETIC

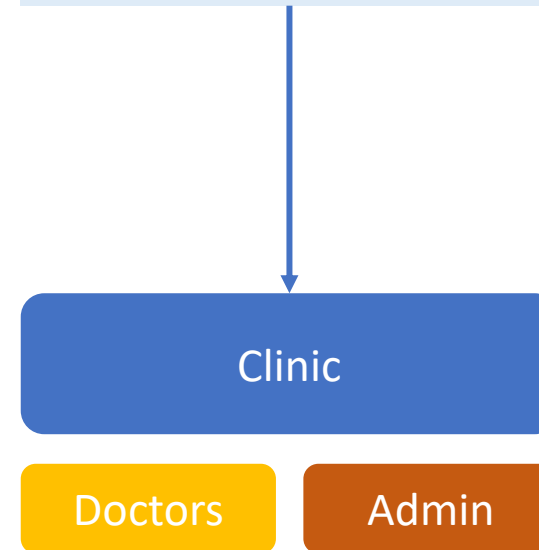
B2B

B2C



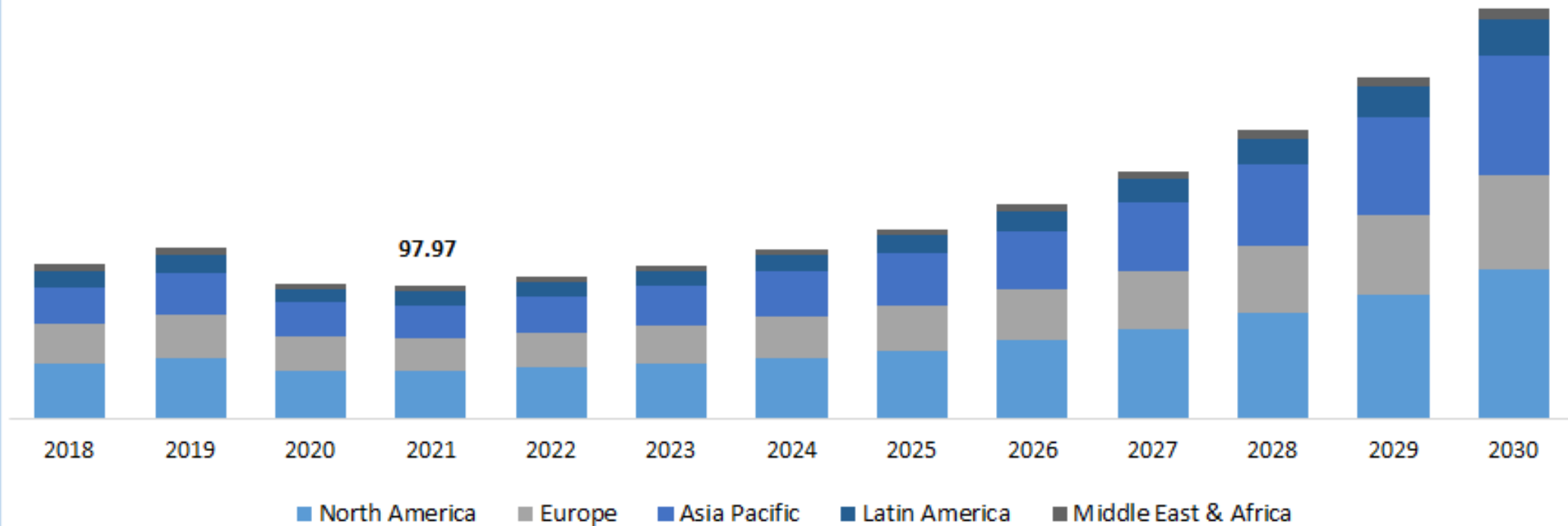
## AESTHETIC

B2B



# AESTHETIC

Aesthetic Medicine Market Size, By Region, 2018 - 2030  
(USD Billion)

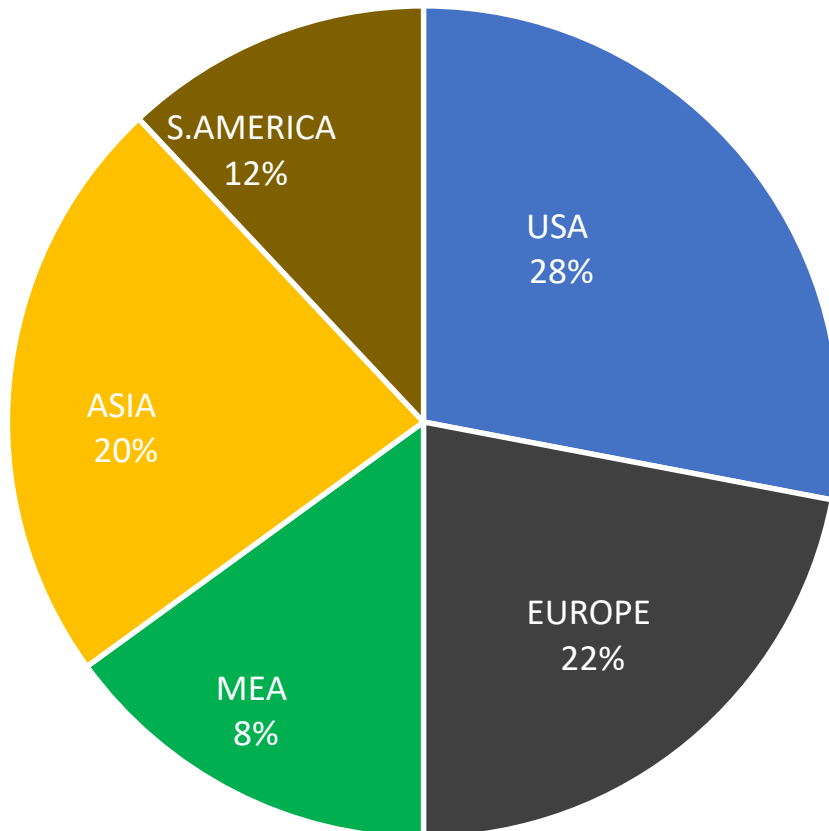


Source: Polaris Market Research Analysis





# AESTHETIC



**SHARE %**

■ USA	■ Europe	■ MEA	■ ASIA	■ S. AMERICA
28%	22%	8%	20%	12%

No Data included for Iran, China, Australia.

## MAIN TARGET MARKETS:

- 1- Biggest market and main objective for expansion is the [USA market](#) with almost 30% of the world market and only few player.
- 2- Brazil present 50% of South American Market with 6% of the world market size, also with very few players.
- 3- Iran is also a huge market with un official numbers, and also few players.



# AESTHETIC MARKET

## BOTOX



DRUG





# AESTHETIC MARKET

## FILLERS



MD CLASS III



# AESTHETIC MARKET

## THREADS



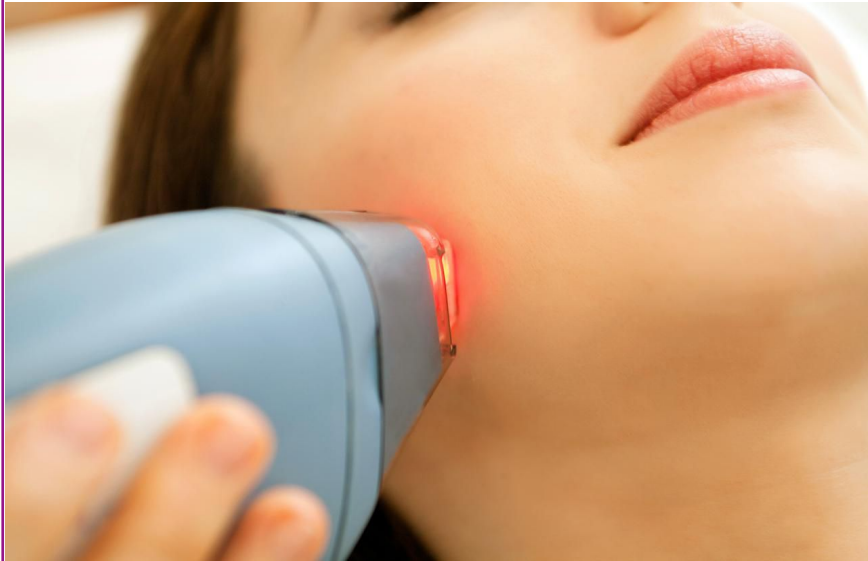
MD CLASS III





# AESTHETIC MARKET

## DEVICES



MD CLASS I –II-III



# AESTHETIC MARKET

## PEELINGS



MD CLASS I



# FIVE FORCES MARKET ENTRY BARRIER

## ASSESSING MARKET PROFIT POTENTIAL

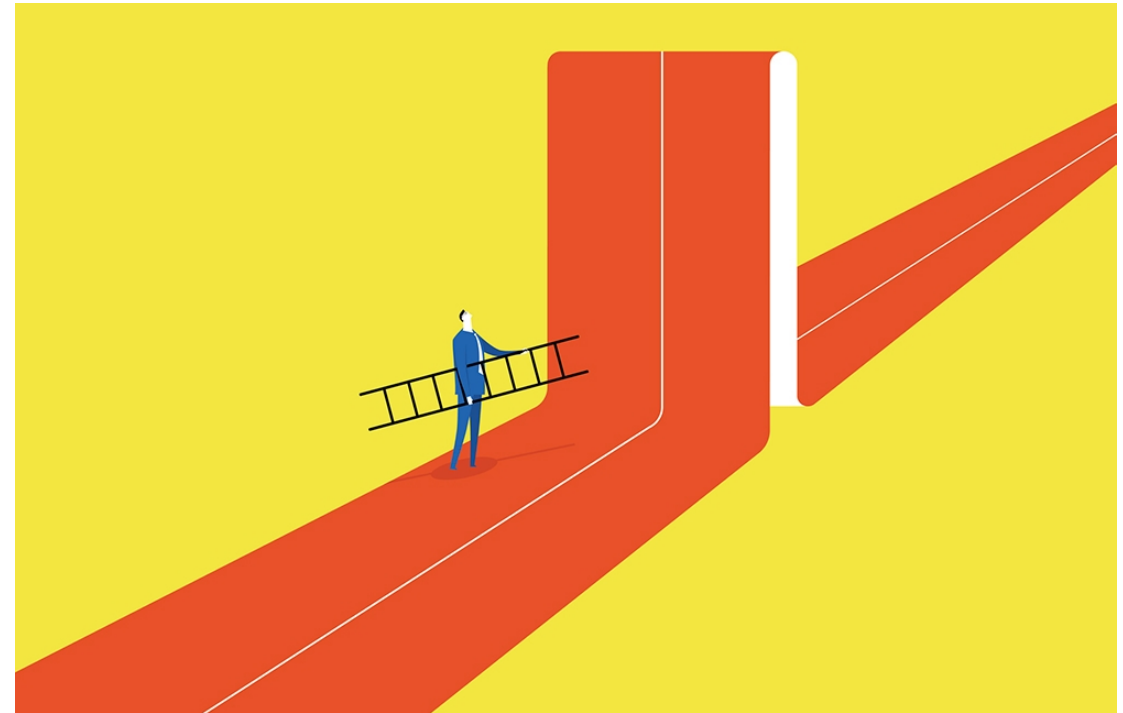
1- Threat of new entrant

2- Threat of substitutes

3- Threat of rivalry

4- Bargaining power of suppliers

5- Bargaining power of buyers



# AESTHETIC MARKET BARRIERS

## 1 Threat Of New Entrants

- Economies of scale of established vendors
- Product or service differentiation
- Capital requirements
- Access to distribution channels
- Regulatory Affairs

### Threat of new entrants:

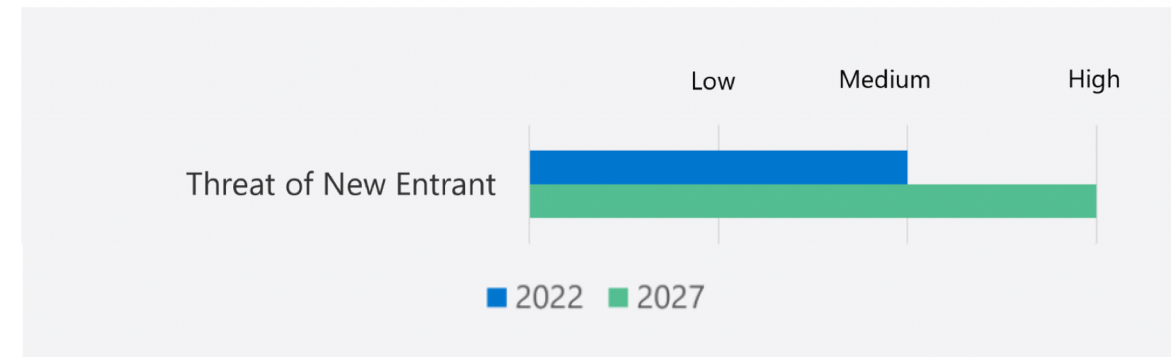
This refers to the threat of new competitors entering the market.

If it's easy for new companies to enter the market, ... it reduces the profit potential.

Difficult markets for new entrants , ... improve profit potential.



Five Forces Summary- Comparison Between 2022-2027



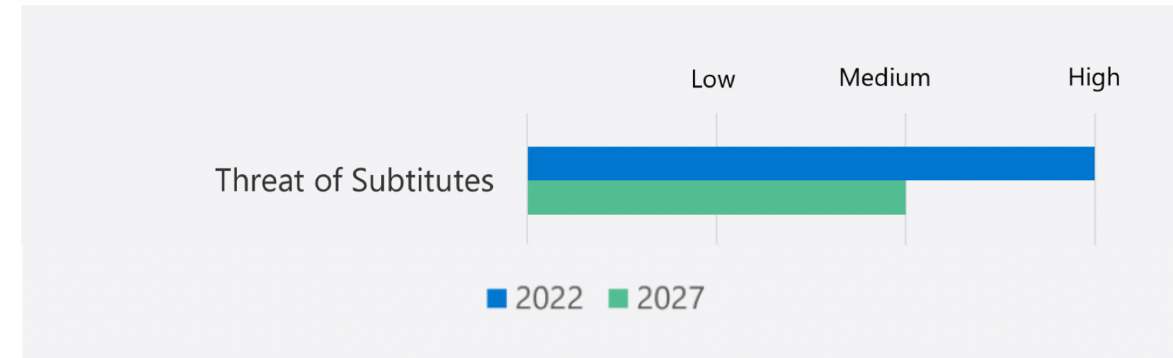
# AESTHETIC MARKET BARRIERS

## 2 Threat of substitutes

- Availability of substitutes
- Buyers' cost of switching to substitutes
- Relative price performance of substitutes
- Buyer propensity to shift to substitutes
- Differentiation of substitutes



Five Forces Summary- Comparison Between 2022-2027



### Bargaining power of suppliers:

This refers to the influence that too many similar products have on the market.

Powerful buyers with easy substitutes, ... can demand lower prices and reduce profit margins.





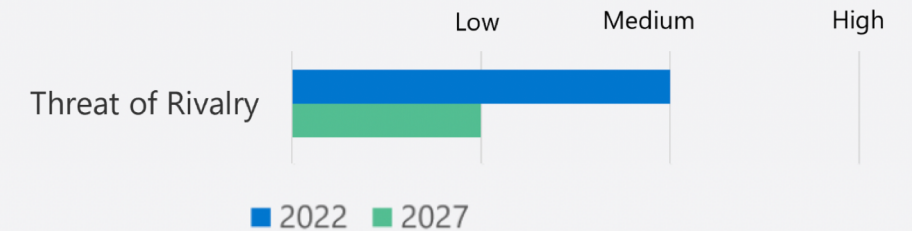
# AESTHETIC MARKET BARRIERS

## 3 Threat Of Rivalry



- Number of vendors
- Parity across vendors in terms of size and power
- Industry growth stage
- Product or service differentiation
- Overcapacity and price reduction
- Exit barriers

Five Forces Summary- Comparison Between 2022-2027



### Rivalry among existing firms:

The intensity of competition between companies within an industry. Highly competitive markets, with many competitors, ... reduce profit potential.



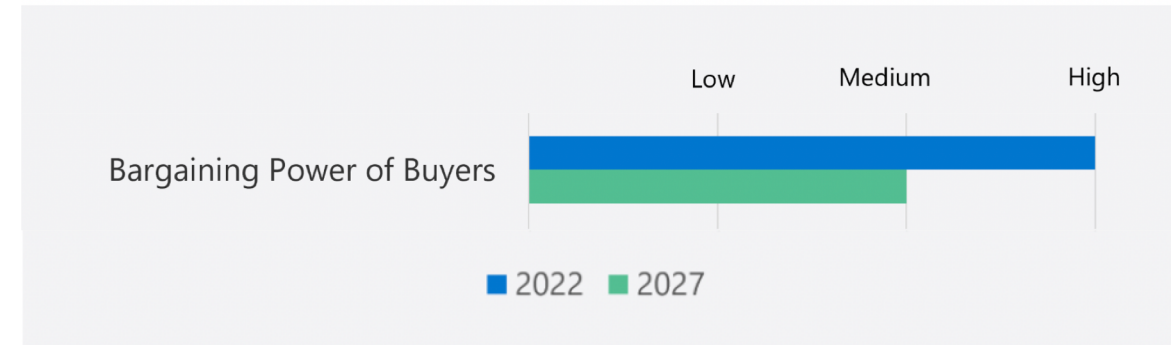
# AESTHETIC MARKET BARRIERS

## 4 Bargaining Power Of Buyers



- Product or service differentiation
- Purchase volumes of buyers
- Criticality of the product or service for buyers
- Availability of substitute products or services
- Buyers' ability to switch to a substitute product or service
- Threat of backward integration by buyers

Five Forces Summary- Comparison Between 2022-2027



### Bargaining power of buyers:

If there are fewer **buyers (your customers)** , or if some buy in large volumes,... they have more power to negotiate lower prices, ... This will reduce the profit potential of the market.



# AESTHETIC MARKET BARRIERS

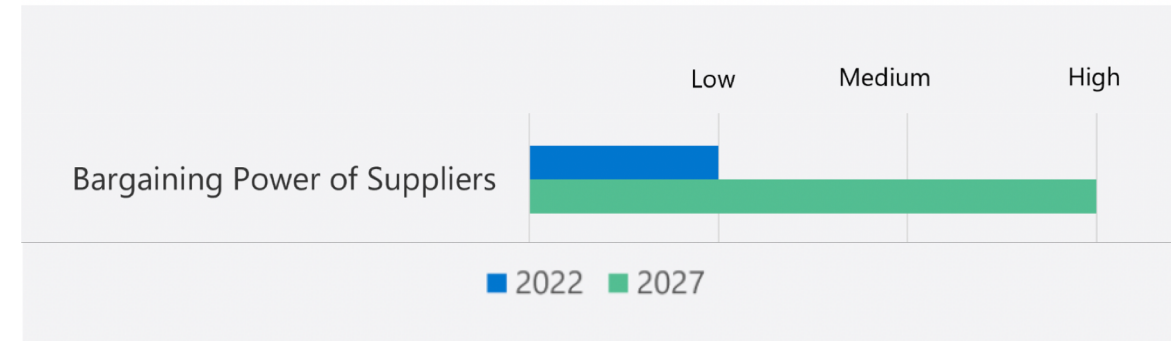
5

## Bargaining Power Of Suppliers

- Number of suppliers that offer the product or service
- Product or service differentiation
- Vendors' ability to switch to a substitute product or service
- Impact of product or service quality on the output of vendors
- Threat of forward integration by suppliers
- Supplier dependency on industry



Five Forces Summary- Comparison Between 2022-2027



### Bargaining power of suppliers:

This refers to the influence that **your suppliers (Manufacturers)** have on the market.

If there are fewer suppliers or if they are able to easily raise prices, ... it reduces the profit potential of the market.



# AESTHETIC MARKET MAIN PLAYERS



# About

## Dr Ghofran



A business pioneer, investor, researcher, inventor, international speaker, and marketer, with +15 years of experience in different fields, and business studies in top universities, like the AUC, university of California and Harvard Business School.

Ghofran has always formed his own unique vision and perspective. That's why he is the founder and the driving force behind six separate successful companies. Ghofran is also a trusted business development consultant to several multinational companies around the world.

Ghofran is passionate about changing industries by inventing out of the box solutions that add real value to the world. If you eager to change your industry, lets connect.

Innovation

Management

Health Care

Training

EduTech

Marketing

Transformation

Entrepreneurship





# ACADEMIC EDUCATION

A trusted Business Consultant to many multinational Companies around the world. I gained my expertise & excellence from practical market experience and as well as from top universities studying business at the AUC, California and Harvard Universities.



**Digital Transformation Executive.**



# CO-Founder / CEO

## 1- XPERTS MED



**XPERTS MED** is a regional leading supplier of Aesthetic Medical Devices, and Cosmeceutical Products.

Our portfolio contains,

- Fillers
- Threads
- Skin Boosters
- Lipolysis
- Growth Factors

We distribute to: EGY-KSA-UAE-KWT

Saudi  
Arabia



Egypt



UAE



Kuwait



## 2- XLINE GLOBAL



**Xline** is a global brand of the most state of the art thread lifting,

Our portfolio,

- Xline PDO Threads.
- Xline PLACL Threads.

We distribute to more than 30 countries.



## 3- EXCELLENCE PHARM



**EXCELLENCE PHARM** is Egyptian Manufacturer of Pharmaceutical Life Saving human drugs, Food Supplements, and strong Veterinary Medicines.

Our portfolio,

- Human Anti-viral.
- Human Anti-cancers.
- Human Anesthetics.
- Food Supplements.
- Veterinary Anti-biotics.



# XCELENS ACADEMY



To communicate efficiently our main mission; **Knowledge Transfer**, we launched **XCELENS Academy** in partnership with the AACME (American Association of Continuous Medical Education).



We take our responsibility towards improving doctors and nurses lives through upgrading their knowledge and expertise very seriously. We are passionate about our vision to reflect and elevate the quality of life of the whole society.



# CO-Founder / CEO

## 5- XPERTS SOLUTIONS



**XPERTS SOLUTIONS** is Digital Transformation Firm, aim at helping digitize the healthcare sector in the MEA Region, by developing high tech software integrated solutions to connect and transform the industry.

Our portfolio,

- MedClub app for Doctors and Nurses.
- Med-L for pharma and medical manufacturer.
- Field Force-CRM.

Pharmaceuticals - Medical Devices - Cosmetics - Manufacturing - Distribution - Constructions - Restaurants Chain - Clinics

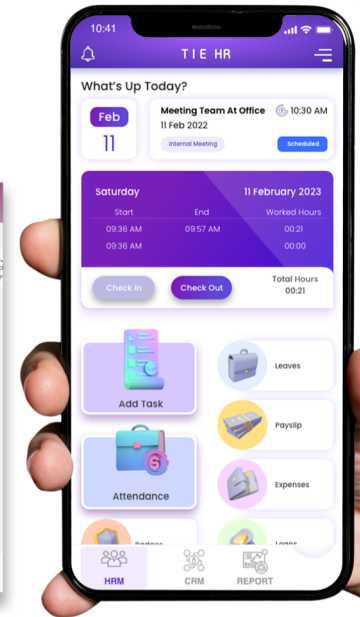
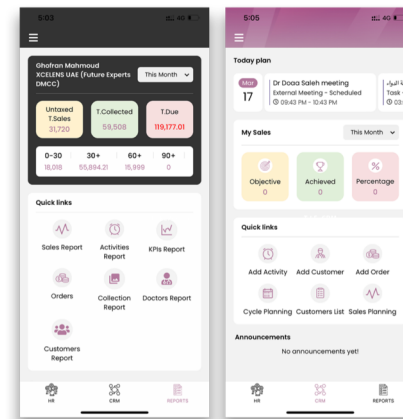
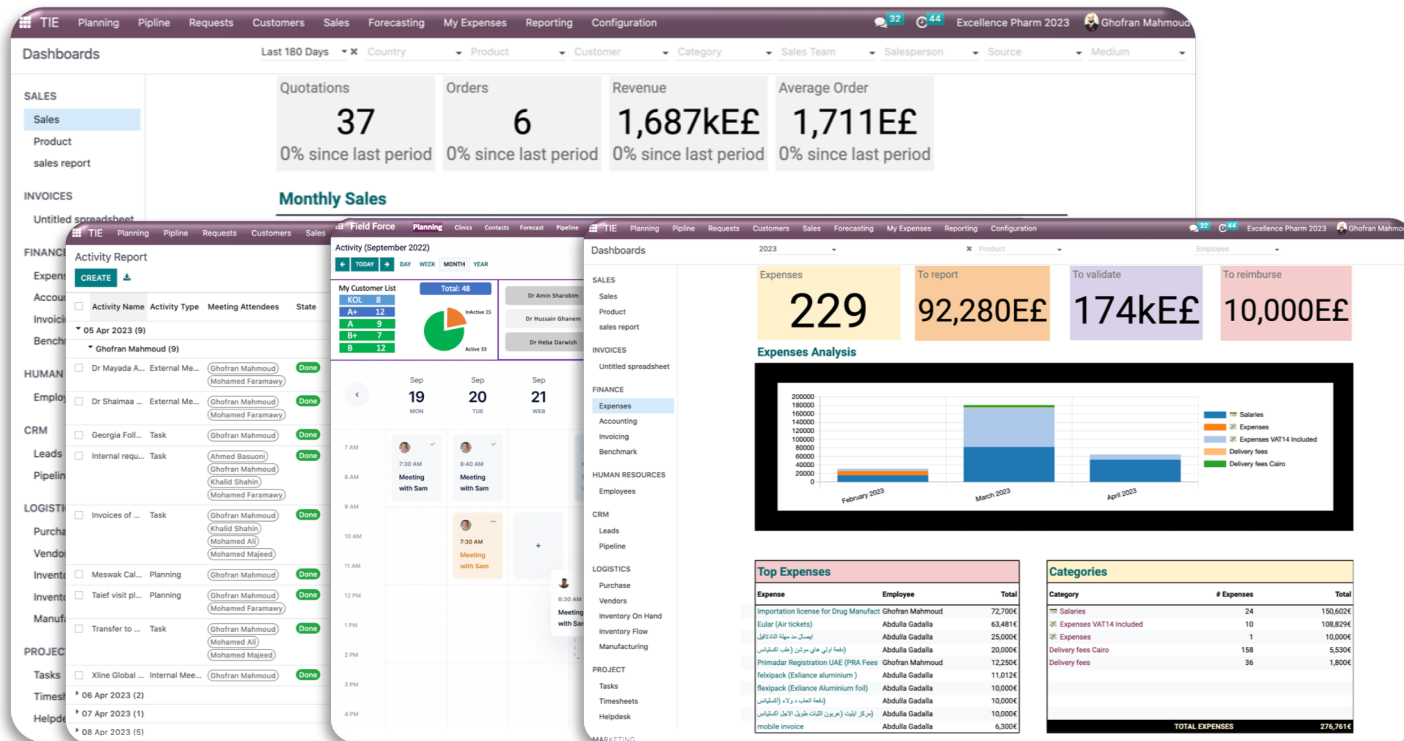




# CO-Founder / CEO



Transform | improve | Empower

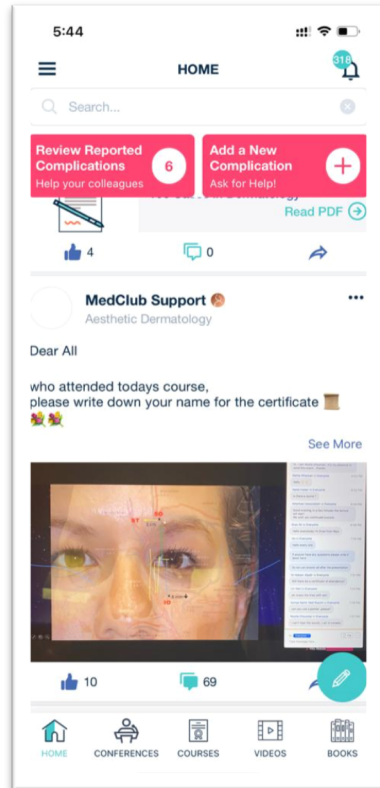




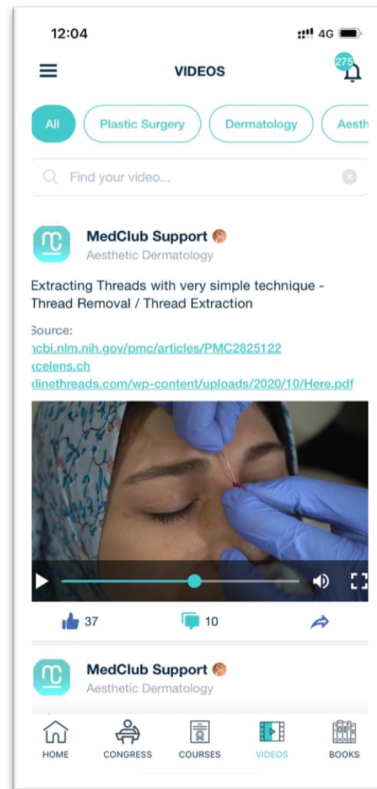
# CO-Founder / CEO



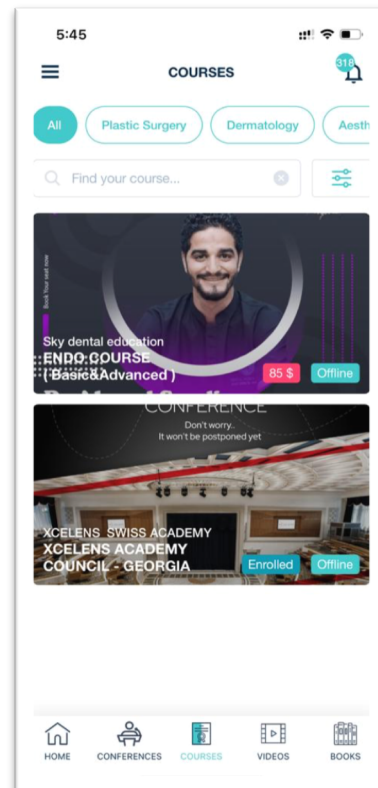
## DISCUSSION NETWORK



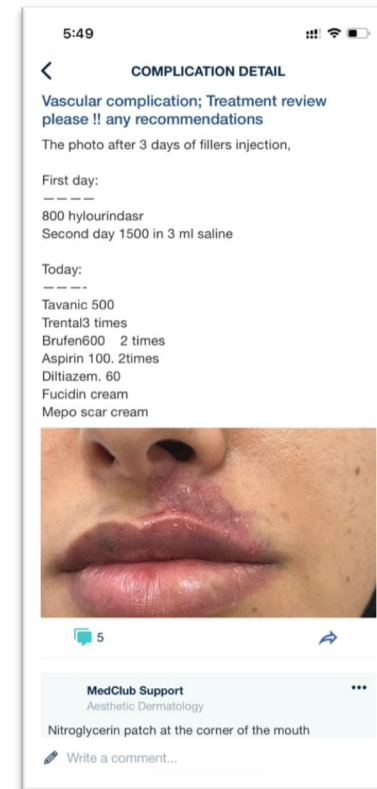
## VIDEO LIBRARY



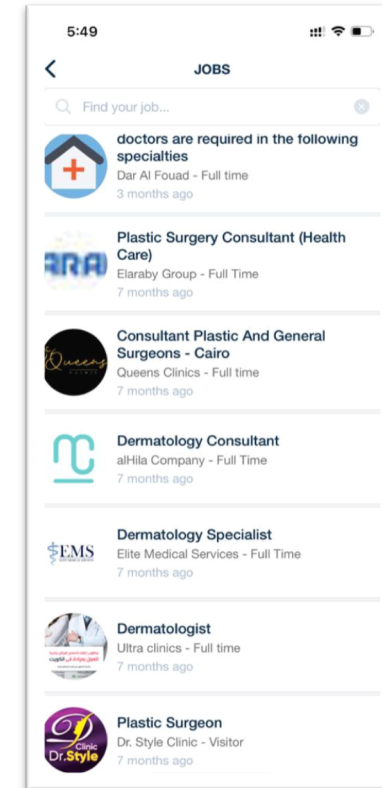
## COURSES AND CONFERENCES



## COMPLICATIONS ALERT



## JOBS MARKETPLACE



# AESTHETIC MARKET MAIN PLAYERS

## Q&A



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