

## **France Aesthetic Medicine Market - Growth, Trends, Covid-19 Impact, and Forecasts (2023 - 2028)**

Market Report | 2023-01-23 | 70 pages | Mordor Intelligence

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### **Report description:**

The France aesthetic medicine market is expected to register a CAGR of 8.58% during the forecast period.

#### Key Highlights

Due to the high infectivity of the SARS-CoV-2 virus and lockdown regulations by the government, the COVID-19 pandemic led to the cancellation or postponement of cosmetic treatment treatments, which had an effect on the market for aesthetic medicine in France.

For instance, according to an article published by the American Society of Plastic Surgeons (ASPS) in February 2021, owing to the strict lockdown imposed in the country, the COVID-19 pandemic significantly changed how plastic surgeons practiced throughout the world, including France. Disruptions in the supply chain posed a significant challenge as the demand decreased due to lower customer purchasing power and willingness to buy.

According to the French Beauty Federation (FEBEA), the French cosmetic industry saw a 10% decline in revenue during the first half of 2020. The consumers' focus shifted from beauty products to hygiene, with hygiene sales increasing by 50% while beauty product sales decreased by 25%. Cosmetic exports in France fell by 14%, while investments decreased by 12%, which are lower than the national averages of 18% and 16%, respectively. Hence, COVID-19 is expected to impact the studied market significantly.

The aesthetic medicine market in France is expected to grow during the forecast period owing to increasing awareness about cosmetic procedures and the adoption of non- and minimally-invasive aesthetic procedures.

For instance, according to the 2020 report of the International Society of Aesthetic Plastic Surgery (ISAPS), France was one of the top fifteen countries in the world with the highest number of plastic surgeons in the country performing various cosmetic procedures in the country. Additionally, France is becoming a popular destination for cosmetic surgery, which is anticipated to benefit the aesthetic medicine market.

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For instance, according to an article published in September 2021 titled "What are the Most Performed Cosmetic Surgery Operations in France?" France is one of the major destinations where most buttock enlargement procedures are performed. Also, per the same source, in France, each year, 479 cosmetic surgery procedures are performed for 100,000 people compared to other countries (166 interventions in Japan, 254 in the United Kingdom, and 69 in India). Thus, an increase in cosmetic procedures in France is expected to drive the market in the forecast period.

However, stringent safety regulations for aesthetic procedures and related adverse effects are expected to restrain France's aesthetic medicine market growth during the forecast period.

## France Aesthetic Medicine Market Trends

### Dermal Filler is Expected to Have a Significant Share in the Market Over the Forecast Period

Dermal fillers are medical device implants used to help create a smoother and/or fuller appearance in the face, including nasolabial folds (the lines extending from the sides of the nose to the edges of the mouth), cheeks, chin, lips, and back of the hands. They are also referred to as injectable implants, soft tissue fillers, lipand facial fillers, and wrinkle fillers.

Hence, owing to their diverse use in the aesthetics industry, dermal fillers are expected to have a significant share in the French aesthetic medicine market during the forecast period. Numerous surgical and non-surgical reconstructive methods are available to improve oral function, anatomical structures, and aesthetic results to appear more attractive. Dermal fillers are the most used non-surgical procedure to improve the aesthetics and anatomy of the face.

For instance, according to an article published by Frontiers Media S.A., in August 2021, Hyaluronic acid (HA)-based dermal filler is one of the most used non-surgical regenerative and reconstructive techniques. Its non-immunogenic qualities, which come from its natural occurrence, give it an edge over alternative filler materials. They also play an important role in the aesthetics of the face. Thus, the advantage of dermal fillers over other treatment modalities is expected to drive segmental market growth..

In addition, the technological advancements in the area and the launch of new products by the companies operating in the region are further expected to boost market growth. For instance, in March 2021, Joonghun Pharmaceutical launched its premium cross-linked hyaluronic acid dermal filler, Artgaon.

Artgaon, with its certification of the CE mark, specifically targets the European aesthetic market. As per the company, Artgaon's unique cross-linking technology allows doctors to enjoy an injection force of a mere 7-8 newtons that is smooth and consistent. Despite this, Artgaon boasts high elastic (G prime) and cohesive properties inside the skin. Hence, the dermal fillers market is expected to have healthy growth over the forecast period.

### Hospitals is Expected to Have a Significant Share in the Market Over the Forecast Period

The operating unit of the hospital is considered one of the safest and most high-tech surgical units because of the advanced equipment available in the hospitals. The rise in plastic surgeries in France in hospitals and the increase in healthcare expenditure are expected to drive the market's growth.

For instance, according to data from the Plastic Surgery Societies' Surveys (ISAPS) updated in 2021, the most popular cosmetic surgeries in France in 2020 were Breast Augmentation (53,938 treatments), Liposuction (38,671 procedures), Eyelid Surgery (37,870 procedures), Abdominoplasty (26,888 procedures), and Breast Reduction (21,380 procedures). Thus, the increasing number of plastic surgeries is most likely to drive aesthetic medicine in the country.

Furthermore, according to the Organization for Economic Co-operation and Development (OECD), healthcare expenditure in France was around USD 304.28 billion in 2021 compared to USD 209.2 billion in 2020. Thus, the increasing healthcare expenditure will likely positively impact the market over the forecast period.

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## France Aesthetic Medicine Market Competitor Analysis

The France aesthetic medicine market is moderate due to the presence of companies operating globally as well as regionally.

The competitive landscape includes an analysis of a few international as well as local companies which hold significant market shares and are well known including AbbVie Inc. (Allergan Plc), Bioxis Pharmaceuticals, Dermaceutic Laboratoire, Ipsen Pharma, Sinclair Pharma PLC, and Johnson & Johnson, among others.

Additional Benefits:

The market estimate (ME) sheet in Excel format  
3 months of analyst support

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