

Aesthetic Threads Market - Growth, Trends, Covid-19 Impact, and Forecast (2023 - 2028)

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Report description:

The Aesthetic Threads Market is expected to register a CAGR of 7.8% over the forecast period.

The COVID-19 pandemic had adversely impacted the industry, and the supply chains of several medical companies were on hold or at risk of being held up. The aesthetic threads market witnessed a decline during the COVID-19 outbreak, but the impact is not as severe as seen in other industries. For instance, according to a study published in the Journal of Cosmetic Dermatology in September 2022, COVID-19 profoundly affected the delivery of aesthetic treatment to the general public. Though consumer discretionary spending decreased, the aesthetic threads market saw a behavioral shift toward safe and reliable products. Post-pandemic, plastic surgeons received a surge in inquiries for cosmetic procedures after the easing of lockdowns, with people caring more about their aesthetic appearance. Thus, the impact of the outbreak was observed in terms of a lower number of patient visits and interruptions in supply chains; however, as per the analysis, the market has gained traction as the treatments have resumed worldwide and the market has witnessed a new avenue of opportunity due to the upsurge in geriatric aesthetics.

The growth of the aesthetic threads market can be attributed to the increasing use of minimally invasive treatments for anti-aging, face lifting, and facial rejuvenation. For instance, as per the ISAPS data published in April 2022, 419,046 facelift procedures were performed globally in 2020, and the facelift procedure increased by 54% since 2019. The rise in the prevalence of such procedures is expected to drive market growth over the forecast period.

Presently, many cosmetic practices are advertised as having minimal recovery and maximal convenience for patients. The thread lift procedure is popularized for brow-, midface-, jowl-, and neck lifting and is credited with many advantages. These procedures are less time-consuming and are called "lunchtime facelifts" in certain countries, as they can be done in between lunchtime for busy office professionals. These factors make such procedures highly valuable, as they provide good effects in less time,

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attracting several consumers worldwide and driving the market's growth.

Additionally, the increasing number of people aged 65 and over is also expected to drive the demand for aesthetic procedures. The provocation of an array of microscopic and macroscopic complex volumetric changes leading to the signs of aging will in turn boost the market demand for aesthetic threads in several cosmetic procedures in the geriatric population. According to the UN report for 2022, there will be around 771 million people worldwide who are 65 or older by the end of the year. By 2030, there will be 994 million older people in the world, and by 2050, there will be 1.6 billion. Therefore, the expected rise in the geriatric population is anticipated to drive market growth due to the rise in the adoption of facelift surgeries in this age group.

Thus, these aforementioned reasons are anticipated to drive the growth of the market over the analysis period. However, the presence of unregistered practitioners, the high cost of procedures, and uncertain & short-term results are restraining the market's growth. Many health authorities have investigated cases of people being injected with illegally imported cosmetic products by unqualified doctors in residential premises and hotel rooms, hampering the market's growth over the forecast period.

Aesthetic Threads Market Trends

The Facelift/Skin Rejuvenation Segment is Expected to Exhibit Significant Growth During the Forecast Period

A thread lift procedure involves using temporary sutures to result in a fine but significant lift in the skin. In this procedure, the cosmetic surgeon removes the loose skin by stitching up portions of it instead of doing it surgically. Unlike a traditional surgical facelift, the thread lift does not involve incisions or deep-tissue manipulation. It is a much easier process for the patient, which involves getting filler-like substances instead of getting a facelift surgery. The major benefit of opting for a thread lift rather than a facelift among most patients is the reduced recovery time.

This procedure is also gaining popularity compared to surgical procedures due to the increasing demand for non-surgical procedures worldwide. For instance, according to the Aesthetic Plastic Surgery National Databank in 2022, the number of facelift procedures performed in the United States in 2021 was 87,007 compared to 56,334 in 2020. Therefore, the rising number of facelift surgeries in developed nations is expected to drive this segment's growth.

Moreover, the COVID-19 pandemic significantly affected facelift procedures, as the cosmetics industry relied on close physical contact with its clients, thus adversely affecting the market segment's growth initially. However, these procedures may experience a rapid surge in the coming years, as many planned and fixed appointments for facelift procedures in early 2020 were halted due to the untimely and sudden lockdown restrictions worldwide.

Furthermore, market players are launching several products that are driving the segment's growth. For instance, in September 2021, Definisse double-needle threads were launched by Menarini and its dermatological and aesthetic medicine subsidiary RELIFE in India. The aesthetic procedure using Definisse double-needle threads results in contouring, lifting, realignment of sagging tissue, and reinforcement of the middle and lower thirds of the face and neck. The launch of such a facelift thread is expected to drive this segment's growth due to the rise in the adoption of these threads in facelift procedures.

Therefore, owing to the above-mentioned factors, the segment is expected to show significant growth.

North America Captured a Major Market Share, and the Region Is Expected to Retain its Dominance in the Future

North America is expected to hold a major share of the overall aesthetic threads market, with the United States as the major contributor. Although thread lifts have only been around for a short time, they have quickly become one of the most popular types of non-invasive cosmetic procedures in the US. The older population, in particular, has given it a lot of attention over the years,

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which could be good news for the aesthetic threads industry in the future.

According to the American Academy of Facial Plastic and Reconstructive Surgery (AAFPRS) in 2022, the demand for facelifts is significantly higher than in previous years, and 83% of AAFPRS surgeons saw an increase in bookings over the last year (up by 70% from 2020). Surgical procedures such as facelifts and blepharoplasty are the most common procedures as part of this upsurge. Therefore, the rise in demand for facelifts and blepharoplasty in the United States is expected to drive market growth in this region due to the rise in the adoption of aesthetic threads in these surgeries.

Increased product launches and company collaborations have been fueling the market for aesthetic threads in the United States. For instance, in July 2022, Florida-based Apyx Medical Corporation announced the receipt of 510(k) clearance from the FDA for the use of Renuvion in subcutaneous dermatological and aesthetic procedures to improve the appearance of lax skin in the neck and submental region. Therefore, the rise in the launch of such devices is expected to drive the growth of aesthetic threads in this region due to an increase in the adoption of aesthetic procedures.

There are a wide variety of indications that can be targeted by cosmetic threads, and the potential patient pool for cosmetic threads is enormous. However, the aesthetic threads market is yet to reach its full potential in North America, and it is expected to register a robust growth rate during the forecast period.

Aesthetic Threads Market Competitor Analysis

The aesthetic threads market is fragmented in nature due to the presence of several companies operating globally as well as regionally. The competitive landscape includes an analysis of a few international as well as local companies that hold large market shares and are well known. Some of the players in this market include Metro Korea Co., Ltd., Medical Aesthetic Group, Aptos LLC, Croma Pharma, and Huadong Medicine Co., Ltd. (Sinclair Pharma), among others.

Additional Benefits:

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

Table of Contents:

1 INTRODUCTION

1.1 Study Assumptions and Market Definitions

1.2 Scope of the Study

2 RESEARCH METHODOLOGY

3 EXECUTIVE SUMMARY

4 MARKET DYNAMICS

4.1 Market Overview

4.2 Market Drivers

4.2.1 Increasing Preference for Minimally-Invasive Surgeries

4.2.2 Less Time-Consuming Procedures

4.3 Market Restraints

4.3.1 High Cost of Treatments

4.3.2 Uncertain Results

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4.4 Porter's Five Forces Analysis

4.4.1 Threat of New Entrants

4.4.2 Bargaining Power of Buyers/Consumers

4.4.3 Bargaining Power of Suppliers

4.4.4 Threat of Substitute Products

4.4.5 Intensity of Competitive Rivalry

5 MARKET SEGMENTATION (Market Size by Value - USD million)

5.1 By Product Type

5.1.1 Suspension Thread

5.1.2 Rejuvenating Thread

5.2 By Application

5.2.1 Facelift/Skin Rejuvenation

5.2.2 Ptosis

5.3 By Geography

5.3.1 North America

5.3.1.1 United States

5.3.1.2 Canada

5.3.1.3 Mexico

5.3.2 Europe

5.3.2.1 Germany

5.3.2.2 United Kingdom

5.3.2.3 France

5.3.2.4 Italy

5.3.2.5 Spain

5.3.2.6 Rest of Europe

5.3.3 Asia-Pacific

5.3.3.1 China

5.3.3.2 Japan

5.3.3.3 India

5.3.3.4 Australia

5.3.3.5 South Korea

5.3.3.6 Rest of Asia-Pacific

5.3.4 Middle-East

5.3.4.1 GCC

5.3.4.2 South Africa

5.3.4.3 Rest of Middle-East

5.3.5 South America

5.3.5.1 Brazil

5.3.5.2 Argentina

5.3.5.3 Rest of South America

6 COMPETITIVE LANDSCAPE

6.1 Company Profiles

6.1.1 Aesthetic Experts Lab

6.1.2 Aptos LLC

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- 6.1.3 Croma Pharma
- 6.1.4 Healux Corporation
- 6.1.5 Menarini Group (RELIFE S.r.l.)
- 6.1.6 Metro Korea Co. Ltd
- 6.1.7 N-Finders Co. Ltd
- 6.1.8 Medical Aesthetic Group
- 6.1.9 Huadong Medicine Co., Ltd (Sinclair Pharma)
- 6.1.10 OXXOT
- 6.1.11 JY MEDICINE Co., Ltd
- 6.1.12 Intraline

7 MARKET OPPORTUNITIES AND FUTURE TRENDS

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