

## **Vaginal Rejuvenation Market - Growth, Trends, Covid-19 Impact, and Forecasts (2023 - 2028)**

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### **Report description:**

The vaginal rejuvenation market is expected to register a CAGR of 10.4% over the forecast period, 2022-2027.

The impact of COVID-19 on the vaginal rejuvenation market is predicted to be significant just like any other sector. The cosmetic surgery industry has witnessed a negative impact as most of the populations across the globe deferred aesthetic surgeries due to restrictions on transportation and owing to the fear of viral infection. This has also resulted in the postponement of cosmetic procedures, which included vaginal rejuvenation treatments as well. As per the International Society of Aesthetic Plastic Surgery's 2020 report, the number of labiaplasty procedures performed in the year 2020 was 142,119. The number of surgeries performed in 2020 showed a 13.7% decrease from the number of surgeries performed in the previous year. Additionally, as per the research article published in Aesthetic Plastic Surgery, 2020, the financial constraints and the inability to pay for aesthetic procedures by patients during the COVID-19 pandemic-related economic recession have led to a downtrend in plastic and cosmetic surgeries globally. Thus, given the aforementioned factors, the vaginal rejuvenation market has been impacted by the pandemic.

The major factors attributing to the growth of the market include increasing adoption of non-invasive gynecological procedures, changing women's lifestyles, and surging demand for energy-based treatments. The incidences of pelvic floor disorders, such as urinary incontinence, pelvic organ prolapse, and a few more, significantly increase with age. Increasing incidences of these disorders drive the market as these disorders can be cured by vaginal rejuvenation treatment. As per an article titled "Prevalence of pelvic floor disorders in adult women being seen in a primary care setting and associated risk factors" published in the journal Scientific Reports in June 2022, around one-fourth of the women in the United States suffer from a pelvic floor disorder. The rate of incidence of a pelvic floor disorder doubled in women over the age of 80 years old.

Moreover, rising awareness about cosmetic surgical procedures such as female cosmetic genital surgery, along with rising

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disposable income around the world, is anticipated to boost the market. Also, the increasing popularity of radio frequency-based treatments such as Viveve and Geneveve are key driving factors for the market as these treatments are in huge demand for their features such as non-invasive nature and single session results. This treatment helps in improving the blood circulation of vaginal tissue (Viveve) and stimulates the natural collagen formation process in 30 minutes (Geneveve). Thus, the rising awareness about these treatments is creating a lucrative opportunity for the studied market over the forecast period.

## Vaginal Rejuvenation Market Trends

### The Cosmetic Vaginal Rejuvenation Segment is Estimated to Witness Healthy Growth Over the Forecast Period

Cosmetic vaginal rejuvenation is estimated to witness healthy growth in the future attributing to the rising demand for vaginoplasty, labia majoraplasty, clitoral hood reduction, labiaplasty, and monsplasty. According to the International Society of Aesthetic Plastic Surgery, 2020 report, a total of 142,119 labiaplasty procedures were performed, accounting for 1.4% of all surgical procedures performed by plastic surgeons worldwide, in 2020.

The energy-based treatment procedures are non-surgical methods for vaginal rejuvenation. Two types of energy-based treatments are being performed currently in vaginal rejuvenation, namely, radiofrequency (RF) treatment and CO2 laser treatment. In the radiofrequency treatment protocol, electromagnetic radiations are used to heat the tissue, and examples of these devices include Geneveve by Viveve and ThermiVa. Similarly, the CO2 laser treatment employs laser light that heats the upper layer of the tissue. This will enable the tissues in the lower layer to synthesize more collagen, thus making the skin firm and tight. Examples of devices that work on CO2 laser technology include MonaLisa Touch, FemTouch, and FemiLift. The increasing technological advancements in providing improved products with better features for outstanding results have been driving the studied market over the years. Thus, with the high incidence of labiaplasty procedures being performed along with the increasing awareness and adoption of minimally invasive surgeries, the cosmetic vaginal rejuvenation segment is expected to grow over the forecast period.

An article titled "The strategy for vaginal rejuvenation: CO2 laser or vaginoplasty?" presented in the journal of Annals of Translational Medicine in April 2021 compared the surgical and non-surgical methods for vaginal rejuvenation. The study declared that surgical treatment is necessary for severe- and moderate-degree vaginal laxity and non-surgical treatment is sufficient for light-degree vaginal laxity. Such studies focusing on vaginal rejuvenation are likely to boost the market growth over the forecast period.

### North America Holds a Significant Share in the Market and is Expected to do the Same over the Forecast Period

North America is expected to hold a significant share in the vaginal rejuvenation market due to the increasing number of vaginal procedures with the high disposable income of consumers. The rising demand for labiaplasty, increasing adoption of modern technologies, and the growing number of plastic surgeons are also factors promoting market growth in this region. Furthermore, the inclination toward minimally invasive and non-invasive women's health procedures and the increasing interest in aesthetic procedures among women in the United States drive the market. According to the American Society of Plastic Surgeons, 2020 report, a total of 9,725 labiaplasty procedures were performed in the United States in 2020, accounting for 4.19% of the total cosmetic surgical procedures in the nation.

An article titled "The ThermiVa In Genital Hiatus Treatment (TIGHT) Study" published in the Journal of Sexual Medicine in December 2021 studied the efficacy and safety of the device, ThermiVa, a device in the treatment of vulvovaginal laxity and sexual dysfunction. ThermiVa is a device manufactured by ThermiAesthetics in the United States, for the treatment of vulvovaginal laxity and sexual dysfunction. The article indicated that the device was associated with an improvement in vaginal laxity and sexual dysfunction. The prevalence of such devices in the United States is likely to add to the growth of the market.

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Several key market players are also playing an important role in the growth of the market. For instance, in December 2020, Viveve Medical Inc. received 510(k) clearance by the United States Food and Drug Administration (FDA) to expand the manufacturing capacity for its consumable treatment tips, which can be employed with Viveve's Cryogen-cooled Monopolar Radiofrequency (CMRF) technology.

Therefore, due to the aforementioned factors, the vaginal rejuvenation market is expected to grow.

#### Vaginal Rejuvenation Market Competitor Analysis

The vaginal rejuvenation market is highly consolidated and consists of few major players. Some of the companies currently dominating the market are Lutronic, ThermiGen, Alma Lasers, Viveve, VenusConcept, and Hologic. The companies are evolving through various strategies such as investments in research and development activities, acquisitions, and divestitures to secure their positions in the global market.

#### Additional Benefits:

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

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