

Australia Skin Treatment Market: Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

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Report description:

Market Overview:

The Australia skin treatment market size reached US\$ 338.9 Million in 2022. Looking forward, IMARC Group expects the market to reach US\$ 431.3 Million by 2028, exhibiting a growth rate (CAGR) of 4% during 2023-2028. The rising awareness among individuals about skin treatment options, wide availability of products, and increasing demand for natural and organic products represent some of the key factors driving the market.

Skin treatment is carried out using different products and procedures that are designed to improve health and the appearance of the skin. It is undertaken for various conditions, cosmetic purposes, and preventive procedures. It comprises soft-tissue fillers, chemical peel, laser skin resurfacing, and intense pulse light therapy (IPL). It is cost-effective, widely available for various skin types, and reduces allergies and itchiness. It aids in reducing dryness, blackheads, dead skin, and clogged pores while enhancing the glow of the skin. It also assists in preventing the skin from several infections and keeping away from getting sick. It is utilized to treat various skin problems, such as acne, wrinkles, scars, blisters, age spots, rough skin, uneven skin tone, discoloration, fungal infection, and sun-damaged skin. As a result, it is widely employed in skin clinics, spas, salons, and households across Australia.

Australia Skin Treatment Market Trends:

At present, the rising demand for skin treatment among the masses to look good and enhance their confidence represents one of the key factors supporting the growth of the market in Australia. Besides this, the growing demand for minimally invasive (MI) skin treatment procedures, such as Botox, chemical-peel, cryosurgery, and microdermabrasion, is offering a positive market outlook in the country. Additionally, there is a rise in the need for high-quality and cost-effective treatment options among the masses in Australia. This, coupled with the escalating demand for natural and organic skincare products and treatment options due to the

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increasing awareness among individuals about the negative effects of chemical-based products, is propelling the growth of the market. Apart from this, the rising integration of various advanced technologies, such as machine learning (ML), artificial intelligence (AI), and the internet of things (IoT), that offer personalized skin treatment solutions is offering lucrative growth opportunities to industry investors in the country. Moreover, the wide availability of skin treatment products through various distribution channels, such as hypermarkets, supermarkets, and convenience and online stores, is positively influencing the market in the country. In addition, the growing adoption of skin treatment products due to the increasing awareness about personal grooming and social media trends is contributing to the growth of the market. Furthermore, the rising number of skin treatment centers, such as salons and spas, is strengthening the market growth in Australia.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the Australia skin treatment market report, along with forecasts at the country and regional level from 2023-2028. Our report has categorized the market based on product type, gender, application and end user.

Product Type Insights:

- Chemical Peels
- Microdermabrasion
- Micro Needling Treatments
- Traditional Beauty Treatments
-

The report has provided a detailed breakup and analysis of the Australia skin treatment market based on the product type. This includes chemical peels, microdermabrasion, micro needling treatments, and traditional beauty treatments. According to the report, chemical peels represented the largest segment.

Gender Insights:

- Male
- Female
-

A detailed breakup and analysis of the Australia skin treatment market based on the gender has also been provided in the report. This includes male and female.

Application Insights:

- Acne
- Atopic Dermatitis
- Hyperpigmentation
- Psoriasis
- Deep Wrinkles
- Freckles
- Melasma
- Others
-

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A detailed breakup and analysis of the Australia skin treatment market based on the application has also been provided in the report. This includes acne, atopic dermatitis, hyperpigmentation, psoriasis, deep wrinkles, freckles, melasma, and others.

End-User Insights:

- Clinics and Hospitals
- Medical Spas and Salons
- At-home
-

A detailed breakup and analysis of the Australia skin treatment market based on the end-user has also been provided in the report. This includes clinics and hospitals, medical spas and salons, and at-home.

Regional Insights:

- Western Australia
- New South Wales
- Queensland
- Victoria
- Rest of Australia
-

The report has also provided a comprehensive analysis of all the major regional markets, which include Western Australia, New South Wales, Queensland, Victoria, and Rest of Australia.

Competitive Landscape:

The report has also provided a comprehensive analysis of the competitive landscape in the Australia skin treatment market. Competitive analysis such as market structure, market share by key players, player positioning, top winning strategies, competitive dashboard, and company evaluation quadrant has been covered in the report. Also, detailed profiles of all major companies have been provided. Some of the companies covered include Australian Skin Clinics, Beiersdorf AG, Blanche Beauty, Comfortel, DermapenWorld, Ekseption Peels, PMD Beauty, SkinMed Australia, The Global Beauty Group, The Skincare Company, etc. Kindly note that this only represents a partial list of companies, and the complete list has been provided in the report.

Key Questions Answered in This Report:

- How has the Australia skin treatment market performed so far, and how will it perform in the coming years?
- What are the drivers, restraints, and opportunities in the Australia skin treatment market?
- What is the impact of each driver, restraint, and opportunity on the Australia skin treatment market?
- What are the key regional markets?
- What is the breakup of the market based on the product type?
- Which is the most attractive product type in the Australia skin treatment market?
- What is the breakup of the market based on the gender?
- Which is the most attractive gender in the Australia skin treatment market?
- What is the breakup of the market based on the application?
- Which is the most attractive application in the Australia skin treatment market?

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- What is the breakup of the market based on the end-user?
- Which is the most attractive end-user in the Australia skin treatment market?
- What is the competitive structure of the Australia skin treatment market?
- Who are the key players/companies in the Australia skin treatment market?

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