

United States Cosmetic Procedure Market Report and Forecast 2024-2032

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Report description:

United States Cosmetic Procedure Market Report and Forecast 2024-2032

Market Outlook

According to the report by Expert Market Research (EMR), the United States cosmetic procedure market reached a value of USD 23.88 billion in 2023. Aided by the increasing demand for aesthetic enhancements and advancements in cosmetic technology, the market is projected to further grow at a CAGR of 7.4% between 2024 and 2032 to reach a value of USD 45.78 billion by 2032.

Cosmetic procedures, encompassing a wide range of surgical and non-surgical treatments aimed at enhancing appearance, have become increasingly popular in the United States. The rise of this market is attributed to several factors, including growing awareness about cosmetic treatments, the influence of social media, and the desire for personal improvement and confidence. The United States cosmetic procedure market growth is significantly driven by technological advancements in cosmetic treatments. Innovations such as laser therapy, minimally invasive surgery, and non-surgical aesthetic treatments like botulinum toxin injections and dermal fillers have made cosmetic procedures more accessible, affordable, and acceptable. These advancements not only offer improved results but also reduced recovery times, making cosmetic procedures appealing to a broader demographic.

Another critical factor contributing to the United States cosmetic procedure market demand is the changing societal attitudes towards cosmetic enhancement. The stigma traditionally associated with cosmetic surgery has diminished, with an increasing number of individuals openly seeking procedures to enhance their appearance. This shift is particularly evident on social media platforms, where influencers and celebrities share their cosmetic procedure experiences, further normalising and promoting these treatments.

The ageing population in the United States also influences the United States cosmetic procedure market outlook. As the baby boomer generation seeks to maintain a youthful appearance, there is a heightened demand for cosmetic treatments that address signs of aging. This demographic trend is driving the growth of procedures such as facelifts, eyelid surgery, and skin rejuvenation treatments.

Non-surgical procedures are experiencing particularly rapid growth within the cosmetic procedure market. These treatments, which include injectables, skin resurfacing, and body contouring, offer effective alternatives to surgical interventions, appealing to individuals seeking less invasive options. The convenience, lower cost, and minimal downtime associated with non-surgical

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procedures are significant factors in their popularity.

Market Segmentation

The market can be divided based on type, gender, age group, provider, and region.

Market Breakup by Type

-□Surgical

- o□Breast Augmentation

- o□Liposuction

- o□Tummy-Tuck (Abdominoplasty)

- o□Eyelid Surgery (Blepharoplasty)

- o□Breast Lift

-□Non-Surgical

- o□Botulinum Toxin

- o□Dermal Fillers

- o□Laser Hair Removal

- o□Chemical Peels

- o□Photo-rejuvenation

- o□Microdermabrasion

Market Breakup by Gender

- Male

- Female

Market Breakup by Age Group

- 18 Years and Younger

- 19 to 34 Years

- 35 to 50 Years

- 50 Years and Above

Market Breakup by Provider

- Hospitals and Speciality Clinics

- Spas and Cosmetic Surgery Centres

Market Breakup by Region

- New England

- Mideast

- Great Lakes

- Plains

- Southeast

- Southwest

- Rocky Mountain

- Far West

Competitive Landscape

The EMR report looks into the market shares, plant turnarounds, capacities, investments, and mergers and acquisitions, among other major developments, of the leading companies operating in the United States cosmetic procedure market. Some of the major players explored in the report by Expert Market Research are as follows:

- AbbVie Inc.

- Cutter, Inc.

- Cynosure LLC

- Alma, Inc.

- Sientra Inc.

- Evolus, Inc.

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-[]GALDERMA LABORATORIES, L.P

-[]Others

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*We at Expert Market Research always strive to provide you with the latest information. The numbers in the article are only indicative and may be different from the actual report.

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