

Cosmetic Surgery Market Assessment, By Gender [Female, Male], By Age Group [13 to 29, 30 to 54, 55 and Above], By Procedure [Breast Augmentation, Eyelid Surgery, Liposuction, Rhinoplasty, Others], By End-user [Hospitals and Specialty Clinics, Cosmetic Surgery Centers, Others], By Region, Opportunities and Forecast, 2018-2032F

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Report description:

Global cosmetic surgery market is projected to witness a CAGR of 6.08% during the forecast period 2025-2032, growing from USD 60.97 billion in 2024 to USD 97.73 billion in 2032. The market demand for cosmetic surgery is anticipated to thrive drastically in the forecast years due to the increasing awareness and acceptance of cosmetic surgery, as well as technological advancements in cosmetic surgery techniques.

The global cosmetic surgery market is experiencing high growth rates, mainly from a change in beauty standards, the best medical technologies, and the growing interest of consumers in aesthetic improvement. Due to both surgical and non-surgical procedures. Some important factors that contribute to this growth include an increase in disposable income in the development market and improving the availability of cosmetic procedures. In addition, more and more young people are aiming to improve cosmetics not only for anti-aging purposes but also for the outline of the body and the rejuvenation of the face. Technological innovations in this field include robotic surgery, 3D imaging, and minimally invasive techniques. It is assumed that this market will grow over the forecast period. For instance, in August 2024, Candela Corporation received FDA 510 (k) clearance for its Matrix system, a first-of-its-kind radiofrequency (RF) platform, for the percutaneous treatment of facial wrinkles in patients with Fitzpatrick Skin Types I-IV. The Matrix Pro RF micro-needling applicator, previously FDA-cleared for dermatological procedures, uses short-pulse RF energy to stimulate collagen and elastin production, improving skin texture and reducing wrinkles. With Depth Intelligence technology and real-time impedance monitoring, the Matrix Pro applicator ensures precise energy delivery and superior patient outcomes, making it the only RF microneedling solution FDA-cleared for facial wrinkles.

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Increased Awareness and Acceptance of Cosmetic Surgery

Increasing awareness and acceptance of cosmetic surgeries act as strong growth drivers in the global cosmetic surgery market. More and more individuals, regardless of demographics, are embracing cosmetic procedures due to changing cultural sentiments and increased influence from social media platforms, where influencers and celebrities share their experiences daily. This increasing trend of societal mindset has enabled the consumer base to grow, as not only the young population turning to cosmetic surgery as a viable means of self-improvement but also the majority of the elderly. Changing perceptions would naturally lead to more people undergoing surgical and non-surgical cosmetic treatments, supporting market expansion. For instance, in June 2024, the International Society of Aesthetic Plastic Surgery (ISAPS) recently released its annual Global Survey on Cosmetic Procedures, reporting a 5.5% rise in surgical procedures, totaling over 15.8 million, and 19.1 million non-surgical treatments performed by plastic surgeons globally. This represents a 40% increase over the last four years. Liposuction remained the most popular surgery, with more than 2.2 million procedures, including eyelid surgery, with over 1.7 million procedures and a 24% increase; rhinoplasty, with 1.1 million procedures and a 21.6% increase; and lip enhancement/perioral procedures, reaching 0.9 million procedures with a 29% increase.

Technological Advancements in Cosmetic Surgery

Technological advancements in cosmetic surgery are the key growth drivers for the global cosmetic surgery market due to improved safety, efficiency, and aesthetic procedures. With the advancement of laser treatment, robotic surgery, non-invasive surgical alternatives in terms of injectable fillers, and botulinum toxin, this industry has evolved significantly because it offers quick recovery times with reduced risk levels and more accurate results to patients. Advances in 3D imaging, augmented reality, and personalized treatments have been developed that can enable more individualized procedures, thereby further maximizing patient satisfaction and predictability of outcomes. For instance, in October 2024, Morales Plastic Surgery, United States, launched the Corset Contour procedure, a groundbreaking body contouring technique that reshapes the lower ribs to create a defined, hourglass waistline. Unlike traditional rib removal, this method uses ultrasound-guided precision to reposition the floating ribs, offering a safer, less invasive option with minimal recovery time.

Liposuction Segment to Dominate the Cosmetic Surgery Market

The liposuction segment is expected to dominate the global cosmetic surgery market, primarily due to its rising demand. As a highly effective body-contouring procedure with huge demand, liposuction can provide individuals with a solution to remove and model out excess fat cells, hence gaining popularity. Advancements in liposuction procedures, such as ultrasound-assisted and laser liposuction, have improved safety and accuracy while significantly diminishing recovery periods, and for this reason, it has become an even more appealing treatment option for consumers seeking non-invasive alternatives to traditional weight loss methods. According to the annual Global Survey (2023) on Cosmetic Procedures conducted by The International Society of Aesthetic Plastic Surgery (ISAPS), liposuction remained the most popular surgery, with more than 2.2 million procedures being performed annually. Increasing awareness of the liposuction segment as a growth driver for the cosmetic surgery market.

North America Dominates Cosmetic Surgery Market

The United States leads the global cosmetic surgery market with over 6.1 million procedures, followed by Brazil with 3.3 million, of which 2.1 million are surgical procedures. Both the United States and Brazil have the highest number of plastic surgeons. North America leads in global cosmetic surgery markets due to the high demand, advanced healthcare infrastructures, and major consumer bases. The United States is the largest market, followed by other countries with growing disposable incomes, high acceptance of aesthetic procedures, and increasing concerns over self-image and wellness. Consumer awareness is rising, and the demand for invasive and minimally invasive procedures will continue to catapult North America into a leadership position in the global market for cosmetic surgery. For instance, in October 2024, Morales Plastic Surgery introduced FDA-approved Motiva breast implants, developed by Establishment Labs Hldgs, offering advanced technology and innovative design for breast augmentation. The implants come in two styles: Motiva SmoothSilk Ergonomix, which mimics natural breast movement and appearance, and Motiva Round implants. The SmoothSilk surface enhances biocompatibility, reducing inflammation and promoting a smoother recovery. These implants are designed to deliver natural-looking, high-quality results, positioning them as a cutting-edge option in the breast augmentation market.

Future Market Scenario (2025-2032F)

The growth in the global market in cosmetic surgery will be supported going forward by advances in technology, as well as

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growing consumer awareness. Demand for surgical and non-surgical cosmetic treatments will increase, with a noticeable shift towards non-invasive treatments resulting from shorter recovery periods and reduced risks. Technological innovations in terms of using AI-driven procedures, enhanced imaging, and non-invasive body contouring technologies are going further to increase the precision and safety of cosmetic surgeries and, hence, expand into larger demographics. Social media influence and changes in aesthetic requirements will also continue to fuel demand, particularly among the younger population. For instance, in September 2024, Allergan Aesthetics, an AbbVie Inc., announced that BOTOX Cosmetic (OnabotulinumtoxinA) received approval from China's National Medical Product Administration (NMPA) for the treatment of masseter muscle prominence (MMP). This condition can result in a wide, square jawline. BOTOX is the first neurotoxin approved for MMP treatment in the country. The treatment offers a minimally invasive option with established dosing and robust clinical evidence, providing patients with a slimmer, more defined jawline.

Key Players Landscape and Outlook

The cosmetic surgery market is characterized by its dynamic landscape, shaped by the actions of numerous key players, including significant business agreements and regulatory approvals for various products. The sector has experienced a surge in strategic initiatives, encompassing mergers, acquisitions, and collaborations, reflecting a robust drive for innovation and growth within the industry.

For instance, in March 2022, Sientra, Inc., a medical aesthetics company, received approval from Health Canada to market its smooth surface, high-strength cohesive (HSC and HSC+) silicone gel breast implants in Canada. This approval marks a significant milestone, as Sientra became the third silicone gel breast implant manufacturer approved in Canada in nearly two decades. The company plans to expand into the Canadian market through its local partner. The new implants are expected to benefit plastic surgeons and patients with their advanced technology and low complication rates.

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