

Aesthetic Threads - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)

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Report description:

The Aesthetic Threads Market size is estimated at USD 139.01 million in 2025, and is expected to reach USD 230.68 million by 2030, at a CAGR of 10.66% during the forecast period (2025-2030).

The aesthetic threads market witnessed a decline during the COVID-19 outbreak, but the impact was 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 and less time consuming procedures. For instance, as per the ISAPS data published in September 2023, 541,491 facelift procedures were performed globally in 2022, and the facelift procedure increased by 35.8% since 2018. The rise in the prevalence of such procedures is expected to increase the usage of the aesthetic threads which is anticipated to drive market growth over the forecast period.

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

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report for 2022, there were 771 million people worldwide who are 65 or older by the end of the 2022. 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.

However, the presence of unregistered practitioners, the high cost of procedures, and uncertain & short-term results are expected to restrain the market growth over the forecast period.

Aesthetic Threads Market Trends

The Facelift/Skin Rejuvenation Segment is Expected to Have 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 2022 was 64,108 compared to 62,854 in 2021. Therefore, the rising number of facelift surgeries in developed nations is expected to drive this segment's growth over the study period.

Furthermore, market players are launching several products that are driving the segment's growth. For instance, in August 2023, PDO Max launched Molded Levo Max Threads, which are favorably used for contouring the lower face, jawline, and general submentum area. The company also specified that these are the new bi-directional and barbed threads. 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.

North America is Expected to Hold a Significant Share in the Market Over the Forecast Period

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 United States. The older population, in particular, has given it a lot of attention over the years, 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 approvals and launches and company collaborations have been fueling the market for aesthetic threads in the region. For instance, in May 2023, Minimally Invasive Nonsurgical Thread (MINT) manufactured by HansBiomed stated that MINT received three FDA clearances in the United States. In addition, in May 2023, PDO MAX, Inc., a woman-owned aesthetics medical device company based in the United States, introduced its latest polydioxanone (PDO) threads. Therefore, the rise in the approvals and launch of aesthetic threads likely increase the availability of the products and is expected to drive the growth of the market in the region over the forecast period.

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Aesthetic Threads Industry Overview

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 and local companies that hold large market shares and are well known. Some of the players in this market include Sutura Medical Technology LLC (Novathreads), Croma Pharma GmbH, A. Menarini Industrie Farmaceutiche Riunite SRL, V Soft Lift AB, Sinclair, and others.

Additional Benefits:

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

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