

Anti-Aging - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2026 - 2031)

Market Report | 2026-02-09 | 134 pages | Mordor Intelligence

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Report description:

Anti-Aging Market Analysis

The Anti-Aging Market was valued at USD 85.13 billion in 2025 and estimated to grow from USD 91.09 billion in 2026 to reach USD 127.63 billion by 2031, at a CAGR of 6.99% during the forecast period (2026-2031).

Accelerated urbanisation, longer life expectancy, and digital commerce adoption are steering sustained spending on appearance-enhancing solutions. Demand is further lifted by rising male grooming participation, rapid uptake of minimally invasive procedures, and the mainstreaming of ingestible beauty products. Capital inflows into longevity science are broadening the innovation pipeline, while artificial-intelligence (AI) tools allow precise formulation, diagnosis, and direct-to-consumer engagement. At the same time, regulatory tightening in the United States and the European Union is elevating compliance costs, nudging the industry toward larger, better-resourced players.

Global Anti-Aging Market Trends and Insights

Aging Population Expansion

The share of people aged 65 and above rose to 10.3% in 2024 and is forecast to double by 2074, lifting lifetime spending on appearance maintenance. Affluent retirees are prioritising prevention over correction, fuelling uptake of peptide-rich creams, collagen boosters, and energy-based treatments. Marketers now frame messaging around "healthy longevity" rather than

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"anti-wrinkle fixes", encouraging regular routines earlier in life. Investments in age-modifying biotech rose markedly, pointing to sustained product replenishment cycles and premiumisation. Together, these factors create a durable consumption base that underpins long-range revenue certainty for the market.

Rising Demand for Minimally Invasive Aesthetic Procedures

Botulinum toxin, hyaluronic-acid fillers, and fractional devices have shifted from exclusive clinics to mainstream wellness centres. FDA clearance for Evolysse Form and Evolysse Smooth in February 2025 underscores regulatory acceptance of technology that preserves native hyaluronic structure for natural-looking outcomes. Social media normalisation drives first-time users in their thirties who see injectables as preventive. Procedure downtime has fallen, pricing is increasingly transparent, and loyalty programmes keep patients returning. These attributes collectively raise visit frequency and enlarge the total addressable market.

Stringent Multi-Region Cosmetic Regulations

MoCRA, in force since December 2023, now obliges U.S. facilities to register and list formulas with the FDA, marking the first overhaul of American cosmetic law in 85 years. Parallel EU rules restrict specific nano-materials and introduce new labelling for potential endocrine disruptors. Compliance demands extra toxicology dossiers, quality audits, and recall readiness. Smaller brands face launch delays, and global companies must align divergent databases, which tempers near-term anti-aging market growth.

Other drivers and restraints analyzed in the detailed report include:

Growing Male Grooming & Self-Care Spend AI-Driven Personalised Skin-Care Algorithms Adverse Effects & Efficacy Scepticism

For complete list of drivers and restraints, kindly check the Table Of Contents.

Segment Analysis

Anti-wrinkle creams preserved a 30.12% anti-aging market share in 2025, translating into the highest cash contribution among consumer goods lines. Their familiarity, affordability, and self-administered format support repeat sales and allow mass retail scaling. Conversely, injectables are projected to compound at 9.78% through 2031, mirroring broader acceptance of minimally invasive care. The anti-aging market size for injectables is forecast to rise markedly as innovators such as Evolus bring Cold-X-stabilised hyaluronic gels to U.S. clinics, giving patients smoother outcomes and fewer touch-ups.

Hair-colourants continue to address greying, while UV filters benefit from rising photoaging awareness. Nutricosmetic capsules augment topical routines, reflecting a holistic turn toward inside-out skin support. L'Oreal's Melasyl ingredient, validated in 121 studies, showcases the shift to precision actives targeting localised pigmentation. Collectively, these sub-segments underpin a diversified revenue mix that cushions cyclical shocks in the market.

Radio-frequency (RF) systems represented 27.10% of 2025 revenue owing to proven collagen-remodelling efficacy, minimal downtime, and compatibility with varying skin tones. They are widely installed in med-spas and now infiltrate consumer gadgets for home use, broadening access. Nevertheless, lasers and light-based devices are set to climb at a 10.31% CAGR as fractional and picosecond innovations reduce thermal damage and extend indications to pigment correction and scar revision. The anti-aging market size generated by multi-modal consoles that fuse RF, ultrasound, and IPL technologies will accelerate because practitioners can offer personalised protocols in one sitting.

Micro-dermabrasion serves entry-level resurfacing, whereas ultrasound and plasma energy cater to niche tightening requests.

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Research into bioprinted sensory skin may soon refine efficacy testing, allowing device makers to iterate prototypes faster. As such, advanced platforms will likely displace stand-alone units over the forecast horizon, intensifying innovation rivalry in the anti-aging market.

The Anti-Aging Market Report is Segmented by Product Type (Anti-Wrinkle Products, Anti-Stretch-Mark Products, and More), Device Type (Radio-Frequency Devices, Laser & Light-Based Devices, and More), Application (Anti-Wrinkle Treatment, Anti-Pigmentation, and More), Distribution Channel (Hyper-/Super-markets, and More), and Geography (North America, Europe, and More). The Market Forecasts are Provided in Terms of Value (USD).

Geography Analysis

North America generated 37.10% of global sales in 2025, anchored by high disposable incomes, a robust clinical network, and media-driven beauty ideals. United States consumers spend heavily on neuromodulators and dermal fillers, while Canada's market skews towards cosmeceuticals positioned for sensitive skin. MoCRA compliance costs, however, may reshape product portfolios, rewarding companies with strong regulatory teams. Cross-border e-commerce flows continue, but tariffs and labelling rules require agile supply-chain management.

Asia-Pacific is projected to log a 9.94% CAGR, benefiting from rising middle-class wealth, youth-laden populations actively adopting prevention, and social-media-driven beauty trends. Japan commands a mature USD 34 billion segment with science-oriented shoppers, whereas South Korea's KRW 1-trillion men's cosmetics arena showcases gender-inclusive growth. India's anti-aging market could swell from USD 14 billion to USD 21 billion by 2027, powered by dermatology clinic chains and smartphone retail apps. Local ingredient stories-ginseng, green tea, niacinamide-differentiate brands and encourage export visibility.

Europe combines premiumisation with strict oversight. Clean beauty and ethical sourcing dominate decision criteria, aligning with the European Green Deal's sustainability objectives. Germany and France champion natural actives, while the United Kingdom's online channels outpace brick-and-mortar. Brexit complicates dual compliance with EU and UK statutes, pushing firms to establish parallel logistics. Mediterranean countries favour sun-care hybrids targeting photoaging, further fragmenting regional needs yet adding depth to the anti-aging market.

List of Companies Covered in this Report:

L'Oreal SA Estee Lauder Companies Inc. Procter & Gamble Unilever PLC Beiersdorf Abbvie Shiseido Co. Ltd. Johnson & Johnson (Neutrogena) Galderma Coty Inc. Amorepacific Corp. Nestle Skin Health Bausch + Lomb (Solta Medical) Lumenis Hologic Cutera Merck Natura & Co (Aesop) LVMH (Maison Christian Dior)

Additional Benefits:

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

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