Global Aesthetics Market: Information by Procedure (Surgical Aesthetic Procedures and Non-Surgical Aesthetic Procedures), by End User (Hospitals & Clinics, Dermatology Clinics & Cosmetic Centers and Salons & Spas) and by Region (Americas, Europe, Asia-Pacific and the Middle East & Africa) - Forecast till 2025

The Global Aesthetics Market is expected to register a CAGR of 10.08% to reach USD 12,175.1 Million till 2025. Aesthetics is the branch of theory concerned with the nature and valuation for craftsmanship or art, excellence, beauty, and good taste. It has additionally been characterized as critical reflection on art, culture, and nature. However, the global population was majorly focusing towards minimally invasive procedures to treat a variety of medical and aesthetic imperfections such as scars, wrinkles, skin discolorations, unwanted spots, excess fat, spider veins, etc. Increasing awareness about the benefits of combination therapies in aesthetic medicines is leading to its widespread acceptance among the population of all age groups.

The high demand for liposuction, hair transplantation, and the rising obese and geriatric population, growing expenditure on cosmetic surgeries, and the prevalence of skin diseases across the globe is expected to enhance the market growth. However, the high procedural costs, side-effects associated with aesthetics procedures, and sophistication and training associated with aesthetic procedures are projected to curb the growth of the market.

Market Dynamics

Aesthetics has been gaining significance in recent years, owing to the growing expenditure on cosmetic surgeries and the prevalence of skin diseases. According to the Indian Journal of Pediatric Dermatology in 2017, 200 million to 300 million people in India suffer from acne. Moreover, according to the Cosmetic Physicians College of Australasia in 2015, the Australians spent approximately USD 890 million on minimally or non-invasive cosmetic procedures. The estimated rise was of 5% from 2014. These factors will boost market growth during the forecast period.

Global Aesthetics Market Share, by Procedure, 2017 (%)
Segmentation

The global aesthetics market, by procedure, has been segmented into surgical aesthetic procedures and nonsurgical aesthetic procedures. Based on end user, the aesthetics market has been classified as hospitals & clinics, dermatology clinics & cosmetic centers, and salons & spas.

Europe Aesthetics Market Share, 2017 (%)

Regional Analysis

The global aesthetics market, based on region, is divided into the Americas, Europe, Asia-Pacific, and the Middle East & Africa.

The Americas is expected to hold the largest share of the global aesthetics market. North America is expected to dominate the market, mainly due to the growing demand for beauty treatments and other anti-aging related cosmetic procedures in the region. According to the American Society of Plastic Surgeons, in 2016, approximately 17.5 million cosmetic procedures and 5.8 million reconstructive procedures were registered.

Europe is expected to account for the second-largest market share during the forecast period. The factors responsible for market growth in this region are increasing support from the government, the presence of huge geriatric population, and high healthcare spending. For instance, according to the Organization for Economic Co-operation and Development (OECD) in 2017, the healthcare expenditure in Germany was USD 5,728 per capita, and the total healthcare spending was around USD 47,1637 million.

Asia-Pacific is estimated to be the fastest-growing region in the global market due to the presence of a vast patient population, rapid development in technology and presence of huge opportunities for the development of the market drive the growth of the aesthetics market in Asia-Pacific.

The aesthetics market in the Middle East & Africa is expected to grow due to the presence of a well-developed healthcare sector.

Key Players

The prominent players in the global aesthetics market are Obagi Medical, ZO Skin Health, Inc., SkinCeuticals, Neostrata, DermaLogica, Teoxane, Clinique, Kiehl’s, Clarins, La Roche-Posay, Skin Medica, Lancome, Alumier MD, Medik8, Biore, Elemis Ltd, IS Clinical, Swisscode, PCA Skin, and Endocare.

Some of the key strategies followed by players operating in the global aesthetics market were innovation, product development, and acquisition & mergers.

- In February 2018, Obagi Medical, a long-time leader in professional skincare, launched the SuzanobagiMD product
line that is scientifically formulated to cleanse dirt and other impurities while defending against UV rays and rejuvenating the skin.

- **In December 2017**, XpresSpa announced its partnership with Dermalogica, to introduce an exclusive menu of premium skincare products and services designed exclusively for all XpresSpa stores.

- **In September 2017**, Skinceuticals launched cosmeceutical cleansers. The new range includes a few existing products that were reformulated, as well as two new products—Replenishing Cleanser and Soothing Cleanser.

**Market Segmentation**

**Global Aesthetics Market, by Procedure**

- Surgical Aesthetic Procedures
- Nonsurgical Aesthetic Procedures

**Global Aesthetics Market, by End-user**

- Hospitals & Clinics
- Dermatology Clinics & Cosmetic Centers
- Salons & Spas
- Others

**Global Aesthetics Market, by Region**

- Americas
  - North America
    - US
    - Canada
    - Mexico
  - South America
    - Brazil
    - Argentina
    - Columbia
    - Rest of South America
- Europe
  - Germany
  - UK
  - France
  - Italy
  - Spain
  - Rest of Europe
- Asia-Pacific
  - China
  - Japan
  - India
  - South Korea
  - Southeast Asia
  - Rest of Asia-Pacific
- Middle East & Africa
  - Saudi Arabia
  - UAE
  - Egypt
  - South Africa
  - Nigeria
  - Rest of Middle East & Africa

**Available Additional Customizations**

- Company Profiles of Other Key Players
- Aesthetics Market, Industry Trends
Intended Audience

- Medical device companies
- Research & development organizations
- Organization and association

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