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U.S. Dermatological Services Market Size, Share, Competitive Landscape and Trend Analysis Report, by Application : Opportunity Analysis and Industry Forecast, 2024-2033

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Abstracts

The U.S. dermatological services market size was valued at $63.2 billion in 2023 and is projected to reach $128.0 billion by 2033, registering a CAGR of 7.3% from 2024 to 2033. The growth of the U.S. dermatological services market is driven by a growing preference for aesthetic treatments such as laser hair removal, dermal fillers, and Botox. For instance, according to the American Cancer Society, about 5.4 million basal and squamous cell skin cancers are diagnosed each year in the U.S.

Dermatology is a medical specialty dedicated to diagnosing, treating, and preventing disorders of the skin, hair, and nails. This field includes a broad spectrum of conditions, ranging from common issues such as acne and eczema to more serious diseases such as melanoma and psoriasis. Dermatological services include medical, surgical, and cosmetic procedures provided by dermatologists to address these concerns. These services cover treatments for skin cancer, acne, and cosmetic procedures like Botox injections and laser therapy. Dermatologists also perform advanced procedures, including biopsies and excisions, ensuring comprehensive care for both aesthetic and health-related needs, ultimately promoting overall skin health and well-being.

Key Takeaways

On the basis of application, the medical dermatology segment dominated the market share in 2023. However, the aesthetic dermatology segment is anticipated to grow at the highest CAGR during the forecast period.

Market Dynamics

The U.S. dermatological services market is experiencing robust growth, driven by rise in prevalence of skin conditions, increase in demand for cosmetic procedures, and advances in medical technology. The U.S. dermatological services market expansion is a reflection of both medical necessity and the surge in public awareness of skin health and aesthetics.

One of the primary factors propelling the growth of the U.S. dermatological services market is the high prevalence of chronic skin conditions such as psoriasis. According to a June 2021 article published by the National Institute of Health (NIH), psoriasis affects approximately 3.0% of the U.S. population aged 20 years or older. This statistic highlights the widespread impact of the disease, translating to roughly 7.55 million adults suffering from psoriasis as per the 2020 census data. Psoriasis remains one of the most common immune-mediated diseases in the country, and its persistent prevalence over the past decade highlights the ongoing demand for dermatological care. The chronic nature of psoriasis requires regular and often long-term management, which drives consistent patient engagement with dermatology services. This, in turn, contributes significantly to the overall U.S. dermatological services market growth as healthcare providers strive to offer advanced treatments and management options for this and other chronic skin conditions.

In addition to medical conditions such as psoriasis, the dermatological services market is also significantly driven by the increase in demand for cosmetic procedures. The pursuit of aesthetic enhancement has become more prominent, with more individuals seeking minimally invasive treatments to improve their appearance. According to 2023 data, the U.S. witnessed a remarkable increase in the number of cosmetic procedures, particularly those involving botulinum toxin and dermal fillers. In 2023 alone, 4,715,716 procedures utilizing botulinum toxin were performed, marking a 6% increase from the previous year. This surge in demand reflects the growing popularity of treatments like Botox, which are often chosen for their ability to reduce the appearance of wrinkles and fine lines, offering a non-surgical solution for those seeking to maintain a youthful appearance.

Dermal fillers have also seen substantial growth in popularity, with 3,441,534 procedures performed in 2023, a 4% increase from 2022. These fillers are commonly used to restore volume, enhance facial contours, and smooth out wrinkles, catering to a wide demographic that prioritizes aesthetic improvement. The increase in preference for these minimally invasive treatments is a significant driver of market expansion, as they

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provide quicker results with less downtime compared to traditional surgical options. This trend is further amplified by the societal emphasis on youth and beauty, which has been fostered by social media and the influence of celebrity culture.

Moreover, technological advancements in dermatology are playing a pivotal role in shaping the market. Innovations in laser therapy, cryotherapy, and photodynamic therapy have expanded the scope of treatments available, allowing dermatologists to offer more effective and less invasive options for a variety of skin conditions. For instance, advancements in laser technology have enhanced the precision and safety of procedures such as tattoo removal, hair removal, and the treatment of vascular lesions. These technological developments not only improve patient outcomes but also attract a broader patient base seeking the latest in dermatological care.

However, high cost of treatments and procedures can be a barrier for many patients. Cosmetic procedures such as Botox and dermal fillers, as well as advanced medical treatments, often require out-of-pocket expenses, making them less accessible to individuals without sufficient disposable income or comprehensive insurance coverage. In addition, the rise in costs of healthcare overall and limited insurance reimbursement for certain dermatological services further exacerbate the issue, potentially hindering market growth by limiting the patient base that can afford regular or elective dermatological care.

Another contributing factor toward the U.S. dermatological services market growth is the increase in awareness of skin health and the importance of early detection and treatment of skin conditions. Public health campaigns and educational efforts have emphasized the significance of regular skin check-ups, particularly for skin cancer prevention. This increased awareness has led to an increase in the number of individuals seeking dermatological consultations and treatments, further fueling the market growth. Skin cancer, including melanoma, remains a major concern in the U.S., and the early detection and treatment of such conditions are critical for improving patient outcomes. As a result, dermatological services focused on skin cancer screening and treatment have witnessed a steady rise in demand.

Furthermore, the aging population in the U.S. is another key driver of the dermatological services market. As the population ages, there is a corresponding increase in the incidence of age-related skin conditions, such as actinic keratosis, skin cancer, and cosmetic concerns like wrinkles and age spots. The demand for both medical and cosmetic dermatology services is therefore expected to grow in parallel with the aging demographic, as older adults seek to manage these conditions and maintain their appearance.

The market is also supported by the increase in accessibility of dermatological services, with more dermatology clinics and practices being established across the country. This expansion of service availability ensures that a larger portion of the population can access the care they need, whether for medical or cosmetic reasons. The growth of teledermatology, driven by advances in telemedicine technology, has further enhanced access to dermatological care, particularly in remote and underserved areas. Teledermatology allows patients to receive consultations and follow-up care from the comfort of their homes, increasing convenience and encouraging more individuals to seek dermatological services.

Segmental Overview

The U.S. dermatological services market is segmented into application. On the basis of application, the market is classified into medical dermatology, aesthetic dermatology, specialized procedures, and other services. The medical dermatology segment is further divided into acne treatment, skin cancer treatment, psoriasis treatment, dermatitis, rosacea, vitiligo, fungal infections, hair disorders, and wart removal. The aesthetic dermatology segment is further segmented into dermal filler and Botox, laser hair removal, chemical peels, microdermabrasion and dermabrasion, tattoo removal, and others.

The specialized procedures segment is further divided into MOHS surgery, burn care, scar treatment, pigmentation treatments, and varicose vein treatments. The others services segment is further divided into dermatopathology, pediatric dermatology, allergic reactions, and skin infections.

By Application

The medical dermatology segment dominated the market share in 2023, owing to the rise in prevalence of skin conditions such as acne, eczema, and skin cancer. Increased public awareness, early detection efforts, and advancements in treatment options also contributed to higher demand for medical dermatology services, making it the leading segment in the market.

However, the aesthetic dermatology segment is expected to register the highest CAGR during the forecast period owing to rise in consumer demand for cosmetic procedures like Botox, dermal fillers, and laser treatments. This surge is driven by increase in awareness of skincare, a desire for youthful appearance, and the influence of social media, making aesthetic services the fastest-growing segment in the U.S. dermatological service market.

Competition Analysis

Competitive analysis and profiles of the major players in the U.S. dermatological services market are Schweiger Dermatology Group, U.S. Dermatology Partners, Advanced Dermatology and Cosmetic Surgery, Epiphany Dermatology, Forefront Dermatology, Anne Arundel Dermatology, Advanced Dermatology and Cosmetic Surgery, Vanguard Skin Specialists, West Dermatology, Sona Dermatology and AQUA Dermatology. The key players have adopted various strategies such as acquisition, business expansion, merger, and partnership to strengthen their service portfolio.

Recent Developments in U.S. Dermatological Services Industry

In April 2023, Schweiger Dermatology Group, the largest dermatology practice in the Northeast, announced the acquisition of Windsor Dermatology in East Windsor, New Jersey. Windsor Dermatology is well known as a leader in medical dermatology and for high-quality clinical trials. This acquisition aims to increase expertise in psoriasis and leadership in clinical trials will enable us to reach more patients with chronic skin conditions and help them achieve a better quality of life.

In January 2024, U.S. Dermatology Partners announced the expansion of its Weatherford Office, with s 2,921 square feet of additional space, a larger lobby and front desk reception area, seven new Mohs surgery rooms, as well as a dedicated waiting area for Mohs surgery patients, additional space for general dermatology patients, and upgraded rooms for aesthetic treatments.

In August 2022, U.S. Dermatology Partners launched a New Research Institute. This new program will increase access to otherwise unavailable treatments for various impactful dermatological diseases including, but not limited to psoriasis, atopic dermatitis, prurigo nodularis, hidradenitis suppurativa, bullous pemphigoid, congenital ichthyoses, and non-melanoma skin cancers.

Analyst Review

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