

US Silicone Breast Implants Market - 2025 -2033

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Abstracts

US Silicone Breast Implants Market Size

The US silicone breast implants market size reached US\$ 583.40 Million in 2024 and is expected to reach US\$ 1,153.20 Million by 2033, growing at a CAGR of 7.9% during the forecast period 2025-2033.

US Silicone Breast Implants Market Overview

The US silicone breast implants market is poised for continued growth, fueled by technological advancements, cultural shifts, and a strong competitive landscape. Stakeholders are advised to focus on innovation, patient safety, and regulatory compliance to capitalize on emerging opportunities. Silicone breast implants are widely preferred for both cosmetic and reconstructive surgeries in the United States. In particular, they are highly sought after for breast augmentation, one of the top cosmetic procedures in the U.S. Additionally, there is an increasing adoption of silicone breast implants in the United States. For instance, according to the Cleveland Clinic, In the United States, approximately 3.5 million people have breast implants. About 60% of breast implants contain silicone gel.

US Silicone Breast Implants Market Dynamics

Drivers:

Strong adoption and demand for aesthetic perfection is significantly driving the silicone breast implants market growth in the United States

Every year, about 400,000 people receive silicone breast implants in the United States. According to data from the U.S. Food and Drug Administration, a majority of those

implants need to be replaced within 10 years due to the buildup of scar tissue and other complications. Similarly, according to the National Institute of Health, more than 1.5 million American women currently have silicone breast implants. This rising adoption and cultural shift has expanded the patient base beyond traditional demographics, increasing market penetration.

In the United States, there is a growing cultural emphasis on physical appearance and aesthetic perfection, which significantly fuels the demand for silicone breast implants. Silicone implants are favored because they offer a more natural look and feel compared to saline implants, aligning well with patients' desires for subtle, yet noticeable enhancements.

Market concentration and brand loyalty to leading players is also driving the US silicone breast implants market growth

The US silicone breast implants market is highly concentrated among a few key players primarily Allergan (AbbVie), Johnson & Johnson (Mentor), and Sientra who together hold a majority share of the market (over 55%). This concentration creates strong brand loyalty, which significantly contributes to market growth. These major market players are booming the market demand in the US by launching various products into the market.

For instance, in December 2024, Mentor Worldwide LLC, the number one global brand in breast aesthetics, and part of Johnson & Johnson MedTech, announced the U.S. Food and Drug Administration (FDA) approved MENTOR MemoryGel Enhance Breast Implants for primary and revision reconstruction breast surgery in post-mastectomy women. This first-of-its-kind silicone gel-filled implant line features an expanded range of base widths, projections, and volumes in an entirely new range of sizes extending from 930 cc to 1445 cc, the largest on the market.

Restraints:

High costs of the silicone breast implants is hampering the growth of the market

The cost of breast augmentation, including silicone implants is costly depending on factors like the surgeon's fees, location and the complexity of the surgery. These costs are often not covered by insurance for cosmetic procedures, making them inaccessible to many potential patients.

For instance, at NuBody Concepts, a cosmetic surgery center in Nashville and Memphis, Tennessee, the average cost of a breast augmentation is \$6,200 for saline implants and \$7,100 for silicone implants. Beyond the initial cost of the implants, there are additional expenses for anesthesia, post-surgery medications, follow-up appointments and potential future procedures (e.g., implant replacement after 10-15 years). These ongoing costs deter patients, especially those without disposable income.

Opportunities:

Introduction of next-generation cohesive gel implants creates a market opportunity for US silicone breast implants market

Next-generation cohesive gel silicone breast implants often called “gummy bear” implants are revolutionizing the U.S. market by offering enhanced safety, durability, and more natural aesthetic results, which drives fresh demand and expands market potential. These implants use a highly cohesive silicone gel that maintains shape better and reduces risks of leakage or rupture. This innovation addresses longstanding patient concerns about implant safety, leading to higher acceptance rates.

Sientra pioneered FDA approval of cohesive gel implants specifically tailored for the U.S. market in 2012, quickly gaining market share by focusing on safety and natural results. Competitors like Allergan and Mentor have since launched their own next-gen cohesive gel lines, expanding patient choice. The availability of these advanced implants encourages surgeons to recommend silicone implants to a broader patient base, including those who were previously hesitant due to safety concerns.

US Silicone Breast Implants Market, Segment Analysis

The US silicone breast implants market is segmented based on product type, application, end-user.

Breast augmentation from the application segment are expected to hold 53.38% of the market share in 2024 in the US silicone breast implants market

According to the American Society of Plastic Surgeons (ASPS), breast augmentation is consistently one of the top cosmetic surgeries in the U.S., with over 300,000 procedures performed annually. The majority of these procedures use silicone gel implants due to their natural feel and appearance. More than 85% of breast augmentation surgeries in the U.S. utilize silicone implants, reflecting strong consumer preference for superior

aesthetics and durability.

Growing societal acceptance of cosmetic surgery and social media influence have boosted the desire for breast augmentation, expanding the patient base across different age groups and demographics. Innovations such as next-generation cohesive gel implants and minimally invasive techniques enhance outcomes and reduce recovery time, making breast augmentation more attractive and accessible. The rise of “mommy makeover” procedures often includes breast augmentation as a core component, underscoring its dominance within the broader cosmetic surgery market.

US Silicone Breast Implants Market Competitive Landscape

Top companies in the US silicone breast implants market include Establishment Labs, Allergan Inc., Mentor Worldwide LLC, Sientra, Inc., Ideal Implant Incorporated, among others.

The US silicone breast implants market report delivers a detailed analysis with 24 key tables, more than 24 visually impactful figures, and 116 pages of expert insights, providing a complete view of the market landscape.

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