

# Facial Injectable Market Size, Share & Trends Analysis Report By Product (Collagen & PMMA Microspheres, HA), By Application (Facial Line Correction, Lip Augmentation), By End-use, By Region, And Segment Forecasts, 2025 - 2030

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## Abstracts

This report can be delivered to the clients within 3 Business Days

### Facial Injectable Market Growth & Trends

The global facial injectable market size is expected to reach USD 24.9 billion by 2030, registering a CAGR of 12.3% from 2025 to 2030, according to a new report by Grand View Research, Inc. The facial injectables are crucial in anti-aging treatments and are particularly used to stop damage such as hyperpigmentation and early aging. The most popular treatments across all socioeconomic groups are Botox and fillers, which have gained immense popularity.

Growing focus on physical appearance, especially in developing countries is one of the key factors expected to drive the market. In addition, a shift in consumer preference towards minimally invasive procedures is also expected to support market growth.

According to the American Society of Plastic Surgeons (ASPS), in 2020, botulinum toxin A and soft tissue fillers were among the top 5 minimally invasive procedures carried out in the U.S. Thus, facial injectable holds high growth prospects in the years to come.

The onset of the pandemic led to non-urgent and cosmetic surgeries being put on hold in the first and second quarters of 2020. Since there were stringent restrictions imposed by the authority bodies as a precaution, the coronavirus outbreak has had an impact on every industry, including the cosmetics industry. Aesthetics-related product supply

chains were also impacted. The demand-supply chain across the whole medical device sector has been severely disrupted by the pandemic.

## Facial Injectable Market Report Highlights

Based on product, the botulinum toxin type A segment is projected to dominate the market throughout the forecast period. It is one of the most popularly used minimally invasive procedures

Based on application, the facial line correction segment dominated the market and accounted for the largest revenue share of 33.2% in 2024. This growth is owing to the increasing use of facial injectables for aesthetic procedures such as facial lines, wrinkles on the face, and lip lines

Based on end-use, the medSpa segment dominated the market and held the largest revenue share of 47.0% in 2024. All noninvasive treatments are performed in these facilities, which include facial injections, non-invasive body contouring, skin rejuvenation, and laser treatments by experienced professionals

North America dominated the market with a revenue share of 38.9% in 2024 owing to the easy availability of the products and the presence of a large number of skilled surgeons

The Asia Pacific region is expected to serve as a key revenue-generating center. The region is backed by countries such as India, where a growing focus on physical appearance is expected to create a lucrative opportunity for the market

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