

Non-invasive Aesthetic Treatment Market Size, Share & Trends Analysis Report By Procedure (Skin Rejuvenation, Injectable), By End Use (Hospital/Surgery Center, MedSpa), By Region, And Segment Forecasts, 2022 - 2030

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Abstracts

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Non-invasive Aesthetic Treatment Market Growth & Trends

The global non-invasive aesthetic treatment market size is expected to reach USD 190.5 billion by 2030, according to a new report by Grand View Research, Inc., registering a CAGR of 15.2% over the forecast period. Non-invasive aesthetic treatment offers benefits, such as less pain, instant results, and low cost over invasive treatment. Non-invasive aesthetic treatment does not serve permanent results; however, it temporarily enhances facial appearance and aids in delaying the signs of aging. According to a report published by the International Society of Aesthetic Plastic Surgery (ISAPS), between 2017 and 2018, there was an 11.7% increase in the popularity of nonsurgical procedures and a decrease of 0.6% in surgical procedures. This highlights the high growth prospects that lie ahead for the market in the coming years.

The COVID-19 pandemic has significantly affected the market. The cosmetics industry relies on close physical contact with their clients, leaving it negatively affected. Practitioners have also raised concerns over the downturn in patient interest owing to a sharp cut in income. The market is expected to witness a phase of short-term negative growth. However, growing initiatives from several manufacturers to mitigate the negative impact of the pandemic have supported the growth in 2021. Inorganic growth strategies, such as new product launches, regional expansion of major players,

acquisitions, and mergers, are a few of the initiatives adopted by the key companies that have led to improved revenues between 2020 and 2021. Non-invasive aesthetic treatment includes procedures, such as skin rejuvenation and injectables.

Popular injectable procedures include botulinum toxin, hyaluronic acid, and polymer filler. According to the American Society of Plastic Surgeons (ASPS), in 2019, botulinum toxin was among the top 5 minimally invasive procedures carried out in the U.S. To avoid aggressive surgical procedures in the future, patients are seen opting for non-surgical treatments to start early in their lives. The Asia Pacific region is expected to serve as a key revenue-generating center. The region is backed by countries, such as India and China, which have a huge target population. In Thailand, which is also projected to be the fastest-growing country in the region, the aging population is a growing segment, which will support the market growth.

Non-invasive Aesthetic Treatment Market Report Highlights

The injectable procedure segment is projected to dominate the global market throughout the forecast period

Botulinum toxin is one of the most popular minimally invasive procedures. It is estimated to be the fastest-growing sub-segment during the forecasted period

This procedure is widely used by working individuals to delay the signs of aging and enhance physical appearance

North America dominated the market in 2020 due to the availability and adoption of advanced treatment options in this region

Asia Pacific is projected to witness the fastest CAGR over the forecast period. Young adults in this region are increasingly focusing on physical appearance, which supports market growth

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