

Oculoplastic Surgery Market Size, Share & Trends Analysis Report By Product (Instruments, Implants & Grafts, Equipment), By Procedure (Eyelid Surgery, Face Lift, Orbital Surgery), By End-use, By Region, And Segment Forecasts, 2024 - 2030

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Abstracts

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Oculoplastic Surgery Market Growth & Trends

The global oculoplastic surgery market size is expected to reach USD 14.02 billion by 2030, according to a new report by Grand View Research, Inc. It is anticipated to register a 6.05% CAGR over the forecast period. The market is primarily driven by the rising geriatric population, increasing number of oculoplastic surgical procedures, and technological advancements in the medical aesthetics industry. Furthermore, increasing patient awareness and rising disposable income are also fueling the growth. Factors such as the rising disposable income, standard of living, social media influence, and awareness among people are anticipated to bode well for the growth.

According to the results from a survey conducted by the American Academy of Facial Plastic and Reconstructive Surgery (AAFPRS), social media has massive impact on aesthetics, especially in the way consumers perceive and project themselves. The survey results highlighted that 55% of facial plastic surgeons consulted patients who wanted to look better in selfies in 2017, showing a 13% increase from the previous year.

With a wide range of oculoplastic surgery procedures available in the market, more people are willing to undergo such treatment due their affordability and feasibility. Furthermore, rising medical tourism and better reimbursement policies are also boosting

the market growth. The medical tourism market is anticipated to witness significant growth over the forecast period, which is expected to bode well for the overall market for oculoplastic surgery.

Oculoplastic Surgery Market Report Highlights

North America accounted for the largest market share in 2023, owing to the presence of favorable reimbursement policies, presence of key players, and supportive government initiatives

By procedure, eyelid segment accounted for the largest market share and is expected to maintain its dominance during the forecast period.

Browlift and forehead lift segment is expected to register the fastest growth during the forecast period owing to high adoption of this surgery

Some of the key companies in the oculoplastic surgery market are Bausch + Lomb, Carl Zeiss Meditec AG, Stryker, and Integra LifeSciences Corporation. These players are focusing on new product launches to introduce advanced services

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