

# U.S. Facial Injectable Market Size, Share & Trends Analysis Report By Product (Botulinum Toxin Type A, HA), By Application (Facial Line Correction, Lip Augmentation), By End-use, By Region, And Segment Forecasts, 2024 - 2030

<https://marketpublishers.com/r/UCB75F814E18EN.html>

Date: May 2024

Pages: 70

Price: US\$ 3,950.00 (Single User License)

ID: UCB75F814E18EN

## Abstracts

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### U.S. Facial Injectable Market Growth & Trends

The U.S. facial injectable market is anticipated to reach USD 8.02 billion by 2030, exhibiting a CAGR of 11.1% from 2024 to 2030, according to a new report by Grand View Research, Inc. The increasing acceptance of aesthetic procedures and the increasing geriatric population are some of the major factors driving the market growth.

The increasing geriatric population of the U.S. is increasing the demand for the development of minimally invasive surgical procedures. Facial injectable offer an alternative to several aesthetic surgical procedures. Moreover, these procedures offer several advantages, such as less pain, less trauma, lesser blood loss, and faster recovery. In addition, the increasing focus of market players on developing demand-specific solutions with lesser allergy risk significantly contributes to the market growth.

The increasing awareness about aesthetic procedures owing to the rising focus on facial appearance further drives the market growth. Moreover, the availability of facial injectable to address different demands of patients has increased their demand in different age groups as per their needs. For instance, according to the 2022 Plastic Surgery Statistics Report of The American Society of Plastic Surgeons, the number of neuromodulator injection procedures in the age group of 30 to 39 and 40 to 54 in 2022

has increased by 70% and 74% from 2019 simultaneously. Similarly, the number of HA filler procedures in the age group of 30 to 39 and 40 to 54 in 2022 has increased by 69% and 70% from 2019 simultaneously. This increasing demand for facial injectable in different age groups is expected to drive market growth over the forecast period.

## U.S. Facial Injectable Market Report Highlights

Botulinum toxin type A dominated the product segment with a share of over 55% share in 2023 owing to its wide treatment, such as wrinkles, glabellar lines, lateral canthus, and others.

The HA segment is expected to witness the fastest growth over the forecast period owing to the increasing focus of market players on developing hyaluronic fillers. The increasing demand for minimally invasive procedures and the surge in aesthetic procedures are driving the market growth.

Some of the market players operating in the U.S. facial injectable market include AbbVie, Inc., REVANCE AESTHETICS, Merz North America, Inc., Galderma Laboratories, L.P., Suneva Medical Inc., Cytophil, Inc, and Prollenium Medical Technologies.

In May 2023, Evolus, Inc. announced that the company had entered into an agreement with Symatase to be the distributor of five under-development derma fillers. This step significantly helped the company in expanding its product portfolio and taking a step towards becoming a multi-product aesthetic company.

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