

Worldwide Facial Rejuvenation Markets, 4th Edition

<https://marketpublishers.com/r/W63E63FFEB0EN.html>

Date: January 2013

Pages: 248

Price: US\$ 3,995.00 (Single User License)

ID: W63E63FFEB0EN

Abstracts

Facial rejuvenation covers a wide range of product and service markets involving the treatment of the effects of aging on the human face. Products such as Botox® and derma fillers, equipment such as lasers and photodynamic therapy systems and services such as chemical peels and microabrasions are covered. and The aging of the population, namely the baby boomer demographic segment is driving the market. The size and wealth of this aging segment and its overwhelming desire to retain a youthful appearance are driving growth for aesthetic procedures. Worldwide, billions of dollars are spent annually on facial rejuvenation products and services.

This report, **Worldwide Facial Rejuvenation Markets** represents the fourth time Kalorama has examined the market both for products and for services, based on extensive interviews with senior management of top companies in the worldwide facial rejuvenation market. As part of its coverage, the 4th Edition includes market size forecasts, market share and regional breakout for the following market segments:.

Worldwide, billions of dollars are spent annually on facial rejuvenation products and services. Within the worldwide facial rejuvenation market there are two categories:

Products

Services

For this report, products pertain to:

Topical Rejuvenation Products (Keratolytics, Moisturizers, Retinoids,
Prescription Sunscreens & Hair Removal)

Fillers and Botulism Products

Laser Resurface, Photodynamic Therapy, and Other Products.

Services pertain to US only service revenues from:

Chemical Peel

Dermabrasion

Microabrasion

Surgical Restoration

Also included in the report is the facial rejuvenation product markets for the following countries:

Germany

France

United Kingdom

Japan

China

India

Latin America

Australia

United States

All market data pertains to the worldwide market at the manufacturers' level. Data are

expressed in current U.S. dollars. A geographic breakdown is also included for US, Europe and Rest of World with a brief by country discussion for Germany, France, United Kingdom, China, India, Australia, Latin/South America and Japan. The base year for data was 2012. Historical data are provided for each of the years 2010 to 2011, and forecast data are provided for each of the years 2013 through 2017. Historical, base year, and forecast data are provided for each market segment. Market shares are provided for each market segment for the 2012 base year. Background information was obtained from a comprehensive search of published literature and reports obtained from various government, business, medical trade, and international journals. Key information from published literature was used to conduct interviews with over 26 industry executives and product managers to validate and obtain expert opinion on current and future trends in the worldwide facial rejuvenation market. Interviews were also used to confirm and/or adjust market size estimates, as well as in formulating market projections.

Numerous issues are shaping the direction of the field of facial rejuvenation. Some of the main issues and trends that are affecting the market include:

Market Shift Towards Less Invasive Procedures

Medi-Spas

Combination Therapies Thrive

Combination Economic Social Forces Driving Market Demand

Men Increasingly Seek Aesthetic Procedures

Stem Cell Controversy

Consumer Confusion

Medical Skills and Impact of Medical Surgical Techniques

AccuLift Facelift

Thread Lift

Regulatory Influences

FDA and Other Regulatory Agencies

Effects of Health Insurance

Competitive Influences

Ethnic Diversity in Facial Rejuvenation

Topical Botox

Promotion and Advertising

Changing dynamics of the world (geo-political powers, distribution of resources, expendable wealth, international growth) together with a rise in life expectancies, maturing baby boomer generation and offspring, prospering economies, and a technological revolution, presented new societal pressures in the new millennium. While plastic surgery and cosmetic rejuvenation modalities offered this opportunity, it also came with a price and some limitations. Though the technology has been used in aesthetic facial and body applications for many years, it was confined mostly to celebrities, politicians and wealthy individuals.

Correcting signs of aging, improving physical appearance, and becoming more appealing by attempting to look like the “idols of the world” was a typical justification for the few who had the surgery. However, aesthetic surgical intervention and facial rejuvenation in the past was done more for professional and socio-economic reasons—putting aside the serious medical and emotional challenges, the most important job for plastic surgeons is to repair trauma, accident and birth defects—however, this too is changing as demand to improve ones appearance continues to grow. These trends are amply covered in the report.

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