

Botulinum Toxin - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2024 - 2029)

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Abstracts

The Botulinum Toxin Market size is estimated at USD 6.49 billion in 2024, and is expected to reach USD 10.10 billion by 2029, growing at a CAGR of 9.20% during the forecast period (2024-2029).

Botulinum toxin has a range of applications in cosmetics and therapeutic spaces. Factors such as increasing demand for injectable aesthetic procedures, growing research and development initiatives to expand the therapeutic applications of botulinum toxin, and growing patient preference for non-invasive or minimally invasive cosmetic treatments are projected to facilitate market growth over the forecast period.

The increasing advantages of non-surgical aesthetic treatments and their growing procedural volumes are expected to spur market uptake over the coming years. For instance, according to an article published by the Journal of Cosmetic Dermatology in February 2023, botulinum toxin injectable procedures are considered trustworthy among people for increasing the attractiveness of the face and maintaining the naturalness of the face after the procedure, too. Thus, such advantages associated with botulinum toxin-based aesthetic procedures are likely to support market growth.

In addition, the growing procedural volumes of botulinum toxin-based procedures worldwide are another factor anticipated to foster market expansion over the study period. For instance, as per the 2022 report International Society of Aesthetic Plastic Surgery (ISAPS) published in September 2023, botulinum toxin-based procedures were among the most performed ones across the non-surgical aesthetic procedures category. For instance, in 2022, around 18,857,311 non-surgical aesthetic procedures were performed globally, and among them, 9,221,419 were botulinum toxin-based procedures followed by hyaluronic acid-based procedures. Thus, the increase in

procedural volumes of botulinum toxin-based procedures is projected to accelerate market uptake over the forecast period.

Also, growing applications for the therapeutic usage of botulinum toxin in various non-cosmetic applications such as dystonia and migraine are expected to contribute to the growth of the market over the forecast period. Moreover, the prevalence of various disorders, such as movement disorders and musculoskeletal diseases, in which botulinum toxin can be used as the potential therapy is expected to drive the demand for botulinum toxin, thereby contributing to the market's growth.

For instance, according to an article published by HHS Public Access in March 2023, dystonia was one of the most common movement disorders with twisting postures, with an overall prevalence of 16.4 per 100,000 individuals, and was more common across all demographics. Thus, the higher burden of dystonia is expected to spur demand for botulinum toxin over the coming years as it has a proven role in reducing muscle stiffness and spasticity.

Also, the increasing clinical trial volumes for botulinum toxin and positive topline results of investigational candidates are further expected to contribute to the market's growth. For instance, in March 2024, AEON Biopharma Inc. announced positive clinical updates on its investigational candidate ABP-450 (prabotulinumtoxinA) for the management of migraine. Such positive topline results of the investigational candidates are expected to contribute to the market's growth over the forecast period.

Furthermore, innovative product launches to meet the growing demand for botulinum toxin are expected to boost the market's growth. For instance, in December 2022, Gufic Biosciences launched Zarbot, a botulinum toxin type A injection in India. This injection was manufactured in collaboration with the US-based Prime Bio and is useful in the management of certain neurological conditions.

Thus, the increasing demand for botulinum toxin in cosmetic and non-cosmetic applications and frequent product launches are expected to drive the market's growth over the forecast period. However, adverse effects associated with botulinum toxin and the lack of reimbursement policies supporting cosmetic procedures are expected to restrain the market's growth over the forecast period.

Botulinum Toxin Market Trends

Glabellar Lines Segment is Expected to Hold Significant Share in the Market Over the

Forecast Period

The glabellar lines segment is expected to hold a significant market share over the forecast period. Botulinum toxin- A is the most preferred non-surgical treatment to improve the appearance of glabellar lines.

The major factors leading to increased glabellar lines are natural aging, exposure to harsh sunlight, and mental stress. Such occurrences of glabellar lines are expected to contribute to the demand for botulinum toxin, thereby contributing to market growth.

In addition, the proven efficiency of botulinum toxin in the treatment of glabellar lines is another factor expected to augment segment expansion over the study period. For instance, according to an article published by the Journal of Aesthetic Plastic Surgery in December 2022, multiple injections of abobotulinumtoxinA (botulinum toxin) demonstrated higher efficacy and safety in the treatment of glabellar lines in Chinese patients.

Similarly, according to an article published by the International Open Access Journal of the American Society of Plastic Surgeons in March 2024, a precise treatment with botulinum toxin demonstrated enhanced outcomes in treating glabellar lines. Thus, the proven efficacy of botulinum toxin in the treatment of glabellar lines is expected to accelerate the adoption of botulin toxin to treat lines, which is projected to augment the segment's growth over the forecast period.

The increased efforts from industry participants to develop potential candidates for treating glabellar lines are expected to impact the market positively. For instance, in November 2023, Galderma published positive results from its phase IIIb of RelabotulinumtoxinA trial for the treatment of glabellar lines. The results demonstrated the rapid and long-lasting effect of RelabotulinumtoxinA in the treatment of glabellar lines. Thus, such efforts from market participants are expected to augment segment expansion over the forecast period.

Thus, factors such as the proven efficacy of botulinum toxin in the management of glabellar lines and increased efforts from market players to develop novel products are expected to contribute to the growth of the botulinum toxin market during the forecast period.

North America is Expected to Hold Significant Market Share Over the Forecast Period

North America is expected to register significant growth in the global market over the forecast period. The major factors, such as rising demand for aesthetic procedures, growing prevalence of dystonia and other muscle disorders, and increasing research and development activities for the therapeutic applications of botulinum toxin, are expected to contribute to the growth of the market over the forecast period in this region.

The increasing demand for non-surgical aesthetic procedures and growing procedural volumes for botulin toxin injection in North America are projected to accelerate regional market growth over the study period. For instance, according to the 2022 report by the International Society of Aesthetic Plastic Surgery (ISAPS) published in September 2023, around 3,945,282 botulinum toxin procedures were performed in the United States in 2022, while around 345,939 procedures were performed in Mexico. Thus, the increasing procedural volumes of non-surgical botulinum toxin-based procedures in the region are further projected to boost regional market growth over the forecast period.

Additionally, the increasing product launches and product approvals for cosmetic and non-cosmetic applications are expected to contribute to the growth of the market. For instance, in August 2023, the United States Food and Drug Administration (US FDA) approved the first therapeutic indication for DaxibotulinumtoxinA (DAXXIFY) injection for the management of cervical dystonia in adults.

Also, in March 2022, Aquavit Pharmaceuticals Inc. submitted its investigation of a new drug for botulinum toxin (DTX-021) to the Food and Administration for approval. The DTX-021 is a botulinum toxin type A drug intended for the treatment of moderate to severe glabellar lines.

Hence, factors such as rising demand for aesthetic procedures, the presence of major market players, and ongoing product approvals are expected to contribute to the growth of the market in this region.

Botulinum Toxin Industry Overview

The botulinum toxin market is moderately fragmented in nature due to the presence of several market players. The competitive landscape includes an analysis of a few

international as well as regional companies that hold market shares. Major companies in the market are Galderma, Evolus Inc., Merz Pharma GmbH & Co. KGaA, AbbVie Inc. (Allergan), and Ipsen Pharma, among others.

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