

Global Aesthetic Fillers - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2024 - 2029)

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Abstracts

The Global Aesthetic Fillers Market size is estimated at USD 3.48 billion in 2024, and is expected to reach USD 4.77 billion by 2029, growing at a CAGR of 6.5% during the forecast period (2024-2029).

The growth of the aesthetic fillers market can be attributed to various factors such as the increasing demand for facial aesthetics, growing acceptance of tissue fillers with the increase in dermal filler surgeries, and growing attention on facial aesthetics among the older age population.

The increasing demand for aesthetic procedures boosts the need for aesthetic fillers, which is anticipated to contribute to market growth. For instance, according to the International Society of Aesthetic Plastic Surgery (ISAPS) survey released in September 2023, around 14.9 million cosmetic surgical procedures and 18.8 million non-surgical cosmetic procedures were performed worldwide in 2022, which showed an overall 11.2% increase from the previous year. Thus, this increase in aesthetic procedures is expected to drive the market's growth during the forecast period.

Furthermore, as per the above-mentioned source, the highest number of aesthetic procedures were performed in the United States (22%), followed by Brazil (8.9%) and Japan (7.3%). Thus, the higher demand for aesthetic procedures in developed countries is expected to augment the growth of the aesthetic fillers market during the forecast period.

The growing popularity of anti-aging therapies and the rising acceptability of tissue fillers, in conjunction with the increase in dermal filler procedures, stimulate the demand

for aesthetic fillers in the market. For instance, in August 2022, Allergan Aesthetics, an AbbVie company, received the United States Food and Drug Administration (FDA) approval of Juvederm Volux XC for the improvement of jawline in adults over the age of 21 with moderate to severe loss of jawline definition.

In January 2022, the US Food and Drug Administration (FDA) approved Teoxane's RHA Redensity, a gel implant or dermal filler, which can be injected into specific areas of facial tissue to reduce the appearance of lines and wrinkles. Thus, such approvals are expected to fuel the availability of novel aesthetic fillers in the market, which, in turn, is anticipated to propel the market's growth during the forecast period.

Therefore, the growing demand for facial aesthetics, the wide acceptance of tissue fillers with the rise in dermal filler surgeries, and the ever-increasing focus on facial aesthetics among the population fuel market growth. However, side effects associated with dermal fillers and the adverse impact of unregistered practitioners are expected to impede the development of the global market during the forecast period.

Global Aesthetic Fillers Market Trends

Hyaluronic Acid Segment to Hold Significant Market Share During the Forecast Period

Hyaluronic acid is a natural substance found in the human body. High concentrations of acid are present in soft connective tissues, the fluid surrounding the eyes, and some cartilage and skin tissue. The demand for hyaluronic acid in many personal and cosmetic products has increased with the rising focus on personal care worldwide. Additionally, various research studies related to the use of hyaluronic acid in various treatment procedures are also expected to drive the segment growth.

Hyaluronic acid-based fillers have become the most used soft tissue filler augmentation agents over the past few years. The significant advantages of hyaluronic acid include a reduction in hypersensitivity reactions, the promotion of its adoption, and the contribution to market growth. For instance, as per an article published in the *Journal of Cosmetic Dermatology* in April 2022, hyaluronic acid (HA) fillers are widely used in facial rejuvenation and are safe in clinical practice. The incidence of delayed-onset hypersensitivity reactions to earlier non-animal stabilized HA (NASHA) fillers has been estimated at 0.02% to 0.4%.

Similarly, in June 2022, an article published in the *Emergency Medicine Journal* stated that hyaluronic acid gels are significantly used in various therapeutic applications,

including facial lipoatrophy, scarring, post-traumatic reconstruction, facial asymmetry, and congenital or acquired facial deformity. Thus, the high usage of hyaluronic acid in aesthetic procedures is expected to fuel its demand, thereby contributing to the segment's growth.

Furthermore, the Food and Drug Administration's rising approval of new hyaluronic acid-based aesthetic fillers is expected to boost consumers' adoption of such products. For instance, in August 2023, Maypharm launched a hyaluronic acid body filler, Sedy Fill, developed with cross-linking technology for non-surgical body shape correction.

Similarly, in June 2023, Galderma received US Food and Drug Administration approval for its advanced undereye hyaluronic acid dermal filler Restylane Eyelight, which is incorporated with NASHA technology to improve the appearance of undereye hollows due to volume loss under the eyes. The demand for hyaluronic acid is increasing, as it is an essential component that takes care of the skin. Thus, the market is expected to witness growth during the forecast period.

Therefore, the above-mentioned factors, such as the significant advantages of hyaluronic acid fillers, therapeutic indications, and product launches, are expected to drive the segment's growth.

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

North America is expected to contribute the highest market share in the aesthetic filler market. Factors such as the growing demands for aesthetic procedures to improve appearance, increasing awareness regarding aesthetic procedures, people focusing more on their appearance, technological advancements, and product launches fuel the market growth.

The growing demand for aesthetic procedures contributes to market growth. For instance, in February 2023, according to the American Academy of Facial Plastic and Reconstructive Surgery (AAFPRS), around 82% of the aesthetic procedures performed in 2022 were minimally invasive, and the remaining 18% were surgical in the United States. Additionally, according to the International Society of Aesthetic Plastic Surgeons (ISAPS) survey released in September 2023, around 1.6 million aesthetic procedures were performed in Mexico in 2022, of which 938,096 were aesthetic surgical procedures and 755,229 were non-surgical aesthetic procedures. Furthermore, in January 2024,

according to the Toronto Cosmetic Surgery Institute, around 400,000 women in Canada adopted cosmetic procedures every year. Thus, the increasing number of cosmetic procedures among the population is anticipated to boost the market's growth during the forecast period.

Furthermore, product launches and technological advancements are anticipated to fuel the adoption rate of such products and thus boost the market growth in the region. For instance, in November 2023, the United States Patent and Trademark Office issued a patent to CollPlant Biotechnologies for photocurable dermal filler products. This polymerizable filler solution is incorporated with recombinant human collagen (rhCollagen) and hyaluronic acid, which is injected into the tissue space by applying light to induce in-situ polymerization. Additionally, in March 2024, Allergan Aesthetics, an AbbVie company, received approval from the United States Food and Drug Administration JUV?DERM VOLUMA XC, the first and only hyaluronic acid (HA) dermal filler, for injection in the temple region to improve moderate to severe temple hollowing in adults over the age of 21. Thus, such developments are likely to contribute to market growth.

Thus, owing to these factors, such as the growing demands for aesthetic products and product launches, the aesthetic fillers market is anticipated to grow in the region.

Global Aesthetic Fillers Industry Overview

The aesthetics filler market is highly fragmented, thus presenting various opportunities for companies to enter the market. Companies adopt various strategies, such as acquisitions and partnerships, to expand their business in aesthetic fillers. The presence of a significant number of players in the market studied has an impact on the prices of products by firms such as AbbVie Inc., Vital Esthetique, Galderma Pharma SA, Teoxane, and Sinclair Pharma PLC. The industry is witnessing a series of acquisitions and mergers.

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