

# **Cheek Augmentation Market - Global Industry Size, Share, Trends, Opportunity, and Forecast, 2018-2028 Segmented by Product (Derma Fillers, Implant, and Others), By End Users (Hospitals, Clinics, and Others), By Region, and by Competition**

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## **Abstracts**

The Cheek Augmentation market was valued at USD 927.09 million in 2022, and is poised for remarkable growth with a CAGR Of 5.96% by 2028. . This upward trajectory is attributed to escalating demand for cosmetic surgeries coupled with a rising incidence of accidents and facial injuries leading to increased hospital admissions across the region. Likewise, the increasing prevalence of congenital facial deficiencies, impacting facial shape, is another driving force expected to fuel market expansion in the forecast duration. Moreover, the surge in demand for plastic surgery procedures aimed at enhancing appearance and features stands as a pivotal factor shaping market growth. Furthermore, the heightened awareness surrounding cheek rejuvenation surgery and the robust adoption of plastic surgery practices are key catalysts propelling market growth over the years. In November 2020, Lucid Implants marked a milestone by inaugurating an advanced manufacturing facility dedicated to producing custom implant products.

### **Growing Demand for Cosmetic Procedures**

The escalating demand for cosmetic procedures stands as a pivotal driver behind the global growth of the Cheek Augmentation market. The trend of pursuing aesthetic treatments to enhance appearance has witnessed consistent growth, driven by factors such as increased disposable income, the pervasive influence of social media, and a growing societal acceptance of cosmetic interventions. As more individuals show interest in augmenting their appearance, the demand for cheek augmentation

procedures is poised to surge. This modality is particularly sought after by those looking to amplify their facial features, especially those affected by age-related volume loss or weight fluctuations. The procedure encompasses a variety of methods, ranging from surgical to non-surgical options like implants, fillers, and fat transfers. As demand for cheek augmentation intensifies, companies are investing in research and development endeavors to enhance the safety and effectiveness of their products, consequently expanding their market presence. This dynamic has led to the introduction of innovative products and procedures, spurring competitive forces within the market and extending its reach to a broader consumer base.

### Aging Population

The aging population significantly influences the global Cheek Augmentation market's growth trajectory. As individuals age, changes in facial structure and appearance may occur, including volume loss in the cheeks, which can contribute to a more aged and subdued appearance. Cheek augmentation offers a compelling solution for individuals seeking to restore volume and enhance their facial characteristics, making it a valuable option for this demographic. With the aging population expanding, the demand for anti-aging treatments, including cheek augmentation, is expected to experience a parallel upswing. Additionally, the increasing number of baby boomers entering their 60s and 70s is anticipated to drive market growth further. This demographic segment is often inclined towards maintaining a youthful appearance and may explore cheek augmentation to enhance their features and minimize signs of aging. The availability of minimally invasive options like dermal fillers has made cheek augmentation more attractive and accessible to this age group. These fillers offer a means to restore cheek volume and diminish the appearance of wrinkles and fine lines with shorter recovery periods and fewer risks compared to surgical alternatives.

### Technological Advancements

Technological progress has exerted a substantial influence on the expansion of the global Cheek Augmentation market. The development of novel techniques, products, and tools has made cheek augmentation procedures more accessible, safer, and effective, thereby propelling market growth. These advancements have resulted in the emergence of non-surgical options for cheek augmentation, including dermal fillers and fat transfers. These alternatives present patients with minimally invasive and cost-effective alternatives to surgical procedures, thus broadening the pool of potential recipients. The innovation in implant materials, such as silicone and polyethylene, has enhanced the efficacy and durability of surgical cheek augmentation procedures. These

biocompatible materials are easily molded to fit the patient's facial structure, minimizing the risk of complications and enhancing overall outcomes. Imaging technologies like 3D imaging have empowered both doctors and patients to visualize potential results, fostering patient satisfaction and minimizing post-procedure dissatisfaction or complications. The integration of robotics and automation has elevated the precision and efficiency of surgical procedures, reducing human error and enhancing procedure safety. This technological evolution has rendered cheek augmentation more attractive to potential candidates.

### Increase in Disposable Income

The increase in disposable income is a pivotal driver of the global Cheek Augmentation market. As disposable income escalates, individuals are more inclined to allocate funds to non-essential endeavors, including cosmetic procedures. Cheek augmentation procedures fall under the elective category, rendering the market's vitality closely intertwined with disposable income levels. Given the potentially substantial costs associated with cheek augmentation, the boost in disposable income renders the procedure more accessible to a broader demographic. This phenomenon, in turn, augments demand for the procedure, driving market growth. Rising disposable income also correlates with individuals' willingness to undergo multiple procedures over time, thus further propelling demand for cheek augmentation. This trend is particularly evident in the pursuit of premium options like surgical procedures or premium fillers, contributing to the market's sustained expansion. Enhanced disposable income also fosters greater awareness of cheek augmentation procedures and their benefits, elevating interest and demand for this intervention.

### Influence of Social Media

Social media plays a pivotal role in shaping the global Cheek Augmentation market's growth trajectory. These platforms empower patients to research and gain insights into cosmetic procedures, including cheek augmentation, while enabling medical practitioners and clinics to reach prospective patients with ease. Social media facilitates patients' access to information about cheek augmentation procedures, encompassing advantages, risks, and costs, effectively heightening awareness and stimulating demand. Furthermore, these platforms serve as channels through which patients share their experiences with cheek augmentation procedures. Favorable testimonials bolster confidence and encourage others to explore the procedure. Notably, social media influencers and celebrities wield considerable influence over beauty trends, often endorsing or discussing cheek augmentation procedures on their platforms. This

endorsements bolster interest in the procedure, cultivating market growth. The convenience of reaching potential patients through targeted marketing and advertising campaigns on social media platforms enhances the procedure's visibility, ultimately fostering demand.

## Market Segmentation

The global cheek augmentation market can be segmented by product, end users, and region. Based on the product, the market can be segmented into derma fillers, implants, and others. Based on end users, the market can be segmented into hospitals, clinics, and others.

## Market Players

Allergan, Inc., Merz Pharma., GALDERMA., Sientra, Inc., Johnson & Johnson Private Limited., Sinclair., Cutera., and Anika Therapeutics, Inc. are some of the leading players operating in the global cheek augmentation market.

## Report Scope:

In this report, the global cheek augmentation market has been segmented into the following categories, in addition to the industry trends, which have also been detailed below:

### Cheek Augmentation Market, By Product:

Derma Fillers

Implant

Others

### Cheek Augmentation Market, By End User:

Hospitals

Clinics

Others

## Cheek Augmentation Market, By Region:

North America

United States

Canada

Mexico

Europe

France

Germany

United Kingdom

Italy

Spain

Asia Pacific

China

India

Japan

South Korea

Australia

South America

Brazil

Argentina

Colombia

Middle East & Africa

South Africa

Saudi Arabia

UAE

### Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Global Cheek Augmentation Market.

### Available Customizations:

With the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

### Company Information

Detailed analysis and profiling of additional market players (up to five).

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