

# **Cosmetic Surgery And Procedure Market – Global Industry Size, Share, Trends, Opportunity, & Forecast 2019-2029 Segmented By Procedure Type (Invasive Procedures {Breast augmentation, Liposuction, Nose reshaping, Eyelid Surgery, Tummy tuck, Others}, Non-invasive Procedures {Botox injections, Soft tissue fillers, Chemical peel, Laser hair removal, Microdermabrasion. Others}), By Gender (Male, Female), By Age Group (13-29, 30-54, 55 and above), By Region, Competition**

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## **Abstracts**

Global Cosmetic Surgery And Procedure Market was valued at USD 112.06 billion in 2023 and is anticipated to project robust growth in the forecast period with a CAGR of 14.68% through 2029. The global cosmetic surgery and procedure market is a dynamic and rapidly evolving sector within the broader healthcare and beauty industry. It encompasses a wide range of surgical and non-surgical treatments aimed at enhancing an individual's physical appearance.

The global cosmetic surgery and procedure market has witnessed remarkable growth in recent years and is expected to continue expanding. Factors contributing to this growth include an increased emphasis on physical appearance, advancements in medical technology, and demographic shifts towards an aging population.

### **Key Market Drivers**

## Increasing Emphasis on Physical Appearance

The increasing emphasis on physical appearance is a major driver for the growth of the global cosmetic surgery and procedure market. There has been a profound shift in societal norms and values, placing a higher premium on physical appearance. With the rise of social media and the ubiquitous presence of images and videos on platforms like Instagram, TikTok, and Facebook, individuals are constantly exposed to images of beauty and perfection. This exposure has led to a societal desire to meet these beauty ideals and attain a more youthful and attractive appearance. Celebrity culture plays a significant role in shaping perceptions of beauty. Celebrities often set beauty standards and are open about their cosmetic procedures. Their transformations are highly publicized, leading many people to consider similar enhancements. This "celebrity effect" encourages individuals to pursue cosmetic surgeries and procedures to emulate the looks of their favorite stars.

Aesthetic concerns are closely tied to psychological and emotional well-being. Many people perceive an improved physical appearance as a pathway to increased self-confidence and self-esteem. This, in turn, can positively affect one's personal and professional life. As a result, there's a growing recognition of the psychological benefits of cosmetic procedures, which drives the demand for these services. The cosmetic industry has become more consumer-friendly and accessible. There's a wider range of procedures available, catering to various needs and budgets. Non-surgical options like Botox, dermal fillers, and laser treatments provide individuals with less invasive and more affordable ways to enhance their appearance. This accessibility has led to a broader consumer base and increased demand. The desire to combat the signs of aging is a powerful motivator for seeking cosmetic procedures. Many individuals wish to maintain a youthful appearance to remain competitive in the job market and to boost their overall quality of life. This has led to a surge in anti-aging treatments, such as facelifts, skin tightening, and injectables.

## Advancements in Medical Technology

Advancements in medical technology play a crucial role in driving the growth of the global cosmetic surgery and procedure market. These advancements have significantly expanded the scope and appeal of cosmetic treatments, making them safer, more effective, and accessible. The most significant technological advancements in the field of cosmetic surgery is the development of minimally invasive techniques. Procedures like laser therapy, microdermabrasion, and non-surgical facelifts have gained popularity. These methods involve smaller incisions, shorter recovery times, and reduced

discomfort, making them more attractive to patients. Advancements in equipment and surgical instruments have made these techniques not only feasible but also highly effective. Advanced imaging technologies, such as 3D imaging and simulation software, have transformed the patient consultation process. Cosmetic surgeons can now provide patients with a more accurate preview of the potential results of their procedures. This visual aid helps patients make informed decisions and sets realistic expectations, ultimately enhancing patient satisfaction.

The integration of robotics in cosmetic surgery has led to greater precision and efficiency in procedures. Robots can assist in procedures like hair transplantation and facial surgery, improving the accuracy of incisions and sutures. Robot-assisted surgery also allows for smaller incisions, reducing scarring and recovery time. Improved Anesthesia and Pain Management: Technological advances have led to the development of safer and more effective anesthesia and pain management techniques. Patients can now undergo cosmetic procedures with reduced pain and discomfort. Additionally, advancements in local anesthesia have enabled some procedures to be performed in an office setting, eliminating the need for hospitalization. Advancements in medical technology have led to improved safety measures within the industry. For instance, the development of advanced monitoring systems during surgery ensures better patient safety. These systems can alert medical professionals to any irregularities or complications in real-time, allowing for prompt intervention.

### Aging Population

The aging population is a significant driver for the growth of the global cosmetic surgery and procedure market. As the global population ages, there is an increasing demand for anti-aging solutions. Many individuals seek cosmetic procedures to address the visible signs of aging, such as wrinkles, sagging skin, and age spots. This trend is particularly evident in individuals aged 45 and above who are looking to maintain a more youthful appearance. A growing number of older individuals wish to remain active in the workforce. They often feel that a youthful appearance can enhance their professional opportunities and competitiveness. As a result, cosmetic procedures like facelifts, Botox injections, and dermal fillers are sought after to help individuals appear more youthful and vibrant, which can be an asset in the job market.

Advances in healthcare and medical technology have increased human longevity. Longer life expectancy means that individuals want to enjoy a higher quality of life as they age. Cosmetic procedures offer a means to maintain self-confidence and well-being, as looking good often translates to feeling good. The aging population represents

a significant economic force, often referred to as the "silver economy." This demographic group has substantial disposable income and is willing to invest in procedures that improve their appearance and self-esteem. Cosmetic surgery and non-surgical treatments cater to the demands of this economically powerful group. Older individuals may experience societal and peer pressure to maintain a youthful appearance. Comparing oneself to peers and friends who undergo cosmetic enhancements can lead to a desire to do the same. This peer pressure, combined with the ease of access to cosmetic procedures, has contributed to the market's growth.

### Globalization and Medical Tourism

Cosmetic surgery is increasingly becoming a global industry, with medical tourism playing a crucial role in its growth. Many individuals travel across borders to access high-quality and cost-effective cosmetic procedures. Countries like South Korea, Thailand, Mexico, and Brazil have developed strong reputations as hubs for cosmetic surgery, drawing patients from around the world. This globalization of the market has not only expanded the consumer base but has also created intense competition, leading to continuous advancements in the field.

### Key Market Challenges

#### Regulatory Compliance and Safety Concerns

Cosmetic procedures and surgery are subject to regulatory oversight in most countries. The stringent regulations imposed by health authorities are designed to ensure patient safety, product quality, and the ethical conduct of practitioners. Meeting these regulations can be costly and time-consuming, which may deter some practitioners from entering the market.

Safety is paramount in the cosmetic industry, and any adverse events can have a significant impact on the market. High-profile cases of complications or safety issues associated with specific procedures or products can erode public trust and confidence in the industry. Ensuring the safety of new technologies and products is a continuous challenge. Ethical issues surrounding cosmetic surgery, such as body dysmorphic disorder, unrealistic patient expectations, and practitioner ethics, can pose challenges. Additionally, legal concerns, including malpractice claims and medical liability, can result in increased insurance costs for practitioners and may hinder the growth of the market.

#### Economic Factors and Cost Barriers

Many cosmetic procedures, especially surgical ones, come with a substantial price tag. High costs can deter potential patients who may be interested in cosmetic enhancements but are unable or unwilling to pay for the procedures. Economic downturns or financial constraints may further reduce the willingness of individuals to invest in cosmetic surgery.

Most cosmetic procedures are considered elective and are not covered by health insurance plans. This places the financial burden squarely on the patient. The lack of insurance coverage can be a significant barrier, particularly for individuals with limited financial resources. The cosmetic surgery market can be influenced by economic cycles. During economic downturns, consumer spending on non-essential procedures tends to decrease. This cyclical nature of demand can pose a challenge for the industry's consistent growth.

### Social Stigma and Body Positivity Movements

The beauty and cosmetic industry has faced increased scrutiny due to changing societal perceptions of beauty standards. Movements promoting body positivity and natural beauty have gained momentum, challenging the traditional ideals of physical appearance. This shift can reduce the demand for certain cosmetic procedures as more people embrace their natural features.

Cosmetic surgery has, at times, faced criticism for promoting unrealistic beauty standards and for contributing to the objectification of individuals, particularly women. Negative perceptions and the stigma associated with cosmetic enhancements can deter individuals from seeking such procedures. An increased focus on the psychological and emotional well-being of individuals has led some to question the emphasis on external appearance. People are exploring alternatives like counseling, therapy, and self-acceptance rather than turning to cosmetic surgery to address underlying psychological issues.

### Key Market Trends

#### Rise of Non-Invasive and Minimally Invasive Procedures

Non-invasive and minimally invasive procedures have gained significant traction in the cosmetic industry. These treatments offer several advantages, including shorter recovery times, reduced discomfort, and lower associated risks compared to traditional

surgical procedures.

Injectables like Botox and dermal fillers have become extremely popular. Botox is used to reduce the appearance of wrinkles and fine lines, while dermal fillers are employed to restore volume and rejuvenate the skin. These treatments are quick, with minimal downtime, making them convenient for patients. Laser technology has expanded to address various skin issues, including acne, scarring, and pigmentation. Laser and light-based treatments for skin rejuvenation offer effective and less invasive alternatives to surgical facelifts. Many patients prefer non-surgical options due to the convenience they offer, driving the market toward less invasive treatments. The demand for injectables and non-surgical skin tightening procedures is expected to continue to grow.

### Technological Advancements and Personalization

Advancements in technology have led to more precise and effective cosmetic procedures. This includes the use of 3D imaging and simulation, robotic-assisted surgery, and specialized surgical instruments. These technologies allow for more accurate and personalized treatments.

Cosmetic surgeons are increasingly tailoring treatments to individual patient needs. Computer-assisted planning, 3D modeling, and simulations enable practitioners to create personalized treatment plans that optimize results and enhance patient satisfaction. Patients now have greater input into their treatment plans, allowing them to express their preferences and expectations. This collaborative approach leads to more satisfying outcomes and fosters patient loyalty. AI and VR technologies are being used to improve surgical planning and to offer patients a better understanding of potential results. Patients can "try on" different looks virtually before committing to a procedure.

### Globalization and Medical Tourism

Cosmetic surgery has become a global industry, with many individuals willing to travel across borders to access high-quality and cost-effective procedures. Countries such as South Korea, Thailand, Mexico, and Brazil have established themselves as medical tourism hubs for cosmetic surgery.

Medical tourism destinations often offer competitive pricing for cosmetic procedures, making them more accessible to a broader range of patients. These lower costs can be a significant driver for international patients seeking cosmetic enhancements. Many medical tourism destinations have well-trained and experienced cosmetic surgeons,



often educated and trained in Western countries. This access to skilled specialists in lower-cost regions is a compelling draw for medical tourists. Cultural factors also play a role in medical tourism. Some countries have cultural norms that prioritize physical appearance, leading individuals to pursue cosmetic enhancements. For example, South Korea is known for its focus on beauty and is a popular destination for procedures like eyelid surgery.

## Segmental Insights

### Form Procedure Type Insights

Based on the category of Procedure, the Non-Invasive segment emerged as the dominant player in the global market for Cosmetic Surgery And Procedure in 2023. The sector is expected to maintain its leading position and achieve the highest Compound Annual Growth Rate (CAGR) of 15.4% throughout the projected period. Increased global demand for non-invasive procedures can be attributed to factors such as reduced discomfort, rapid results, and cost-effectiveness. Prominent non-invasive treatments encompass Botox injections, soft tissue fillers, and chemical peels.

In June 2022, Cynosure unveiled the PicoSure Pro device, the latest addition to their PicoSure system. The PicoSure Pro device employs pressure to deliver safe and effective solutions for skin rejuvenation and the removal of unwanted pigmentation across all skin types.

Also, in October 2022, Abbvie Inc. secured FDA approval for VOLUX XC, a hyaluronic acid gel filler, as part of their Juv?derm filler line. VOLUX XC offers exceptional cohesion and represents the sixth product in the Juv?derm filler range. It is designed to enhance the jawline, covering the chin and jaw area. Invasive procedures, such as liposuction, breast augmentation, and rhinoplasty, continue to be favored options in the realm of aesthetic treatments. The heightened emphasis on physical appearance has driven demand for these invasive procedures. These factors are expected to drive the growth of this segment.

### Age Insight

Based on the category of Age, the 30-54 segment emerged as the dominant player in the global market for Cosmetic Surgery And Procedure in 2023. As per the American Society of Plastic Surgeon's (ASPS) Insights and Trends Report for Cosmetic Surgery in 2022, individuals aged 30 to 45 are increasingly choosing cosmetic treatments such

as liposuction, abdominoplasty, breast augmentation, breast enlargement, and cheek implants. Conversely, those in the age category of 45 and above are favoring more advanced invasive procedures, including eyelid surgeries and facelifts.

### Gender Insights

The female segment is projected to experience rapid growth during the forecast period. The escalating quest for a perfect physical appearance in women has led to a surge in the demand for cosmetic surgical procedures. As individuals attach greater significance to achieving an ideal body structure, this trend encompasses surgeries targeting areas like eyelids, lips, nose, cheekbones, and jawlines, all of which have a direct impact on one's overall appearance. These factors collectively contribute to the growth of this segment.

### Regional Insights

North America emerged as the dominant player in the global Cosmetic Surgery And Procedure market in 2023, holding the largest market share in terms of value. The expansion of the market can be attributed to several factors, including the presence of certified and well-trained cosmetic surgeons in the region, a rising incidence of skin-related issues, and the region's advanced healthcare infrastructure. According to ASPS analysis, the period from 2000 to 2018 witnessed a substantial increase in cosmetic surgery procedures, with an 845% surge in the utilization of Botox injections and a 48% rise in breast augmentation procedures. Consequently, North America is poised to continue being a major source of revenue for manufacturers of cosmetic surgery devices in the foreseeable future.

The Asia-Pacific market is poised to be the fastest-growing market, offering lucrative growth opportunities for Cosmetic Surgery And Procedure players during the forecast period. Factors such as The growth of cosmetic surgery centers in emerging economies, escalating healthcare expenses, a maturing population, and a heightened focus on aesthetics stand out as key drivers in the regional sector. Notably, the demand for cosmetic procedures in China has witnessed a recent uptick, driven by the country's rising obesity rates, prompting individuals to explore more intensive weight loss methods such as liposuction. Japan has seen an uptick in the volume of cosmetic procedures, according to data from the International Society of Aesthetic Plastic Surgery (ISAPS). In the country, the most sought-after medical interventions include dermal fillers,



botulinum toxin treatments, and eyelid surgery. Meanwhile, South Korea is anticipated to emerge as the central hub for cosmetic procedures in the region. This is fueled by factors such as the availability of cutting-edge products, a growing fascination with larger, double eyelids, and an increasing emphasis on physical appearance, all of which are contributing to the market's expansion.

### Key Market Players

AbbVie Inc.

Cynosure LLC

Evolus Inc.

Revance

Galderma SA

Lumenis Be Ltd.

Solta Medical Inc

Syneron Candela SA

Alma Laser Inc

Airsculpt Technologies, Inc.

### Report Scope:

In this report, the Global Cosmetic Surgery And Procedure Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Cosmetic Surgery And Procedure Market, By Procedure Type:

Invasive

Non-Invasive

Cosmetic Surgery And Procedure Market, By Gender:

Male

Female

Cosmetic Surgery And Procedure Market, By Age Group:

13-29

30-54

55 and above

Cosmetic Surgery And Procedure Market, By Region:

North America

United States

Canada

Mexico

Europe

France

United Kingdom

Italy

Germany

Spain

Asia-Pacific

China

India

Japan

Australia

South Korea

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 Cosmetic Surgery And Procedure Market.

## Available Customizations:

Global Cosmetic Surgery And Procedure market report with the given market data, Tech Sci 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).

## Contents

### **1. PRODUCT OVERVIEW**

- 1.1. Market Definition
- 1.2. Scope of the Market
  - 1.2.1. Markets Covered
  - 1.2.2. Years Considered for Study
  - 1.2.3. Key Market Segmentations

### **2. RESEARCH METHODOLOGY**

- 2.1. Objective of the Study
- 2.2. Baseline Methodology
- 2.3. Key Industry Partners
- 2.4. Major Association and Secondary Sources
- 2.5. Forecasting Methodology
- 2.6. Data Triangulation & Validation
- 2.7. Assumptions and Limitations

### **3. EXECUTIVE SUMMARY**

- 3.1. Overview of the Market
- 3.2. Overview of Key Market Segmentations
- 3.3. Overview of Key Market Players
- 3.4. Overview of Key Regions/Countries
- 3.5. Overview of Market Drivers, Challenges, Trends

### **4. VOICE OF CUSTOMER**

### **5. GLOBAL COSMETIC SURGERY AND PROCEDURE MARKET OUTLOOK**

- 5.1. Market Size & Forecast
  - 5.1.1. By Value
- 5.2. Market Share & Forecast
  - 5.2.1. By Procedure Type (Invasive Procedures {Breast augmentation, Liposuction, Nose reshaping, Eyelid Surgery, Tummy tuck, Others}, Non-invasive Procedures {Botox injections, Soft tissue fillers, Chemical peel, Laser hair removal, Microdermabrasion. Others})

- 5.2.2. By Gender (Male, Female)
- 5.2.3. By Age Group (13-29, 30-54, 55 and above)
- 5.2.4. By Region
- 5.2.5. By Company (2023)
- 5.3. Market Map

## **6. NORTH AMERICA COSMETIC SURGERY AND PROCEDURE MARKET OUTLOOK**

- 6.1. Market Size & Forecast
  - 6.1.1. By Value
- 6.2. Market Share & Forecast
  - 6.2.1. By Procedure Type
  - 6.2.2. By Gender
  - 6.2.3. By Age Group
  - 6.2.4. By Country
- 6.3. North America: Country Analysis
  - 6.3.1. United States Cosmetic Surgery And Procedure Market Outlook
    - 6.3.1.1. Market Size & Forecast
      - 6.3.1.1.1. By Value
    - 6.3.1.2. Market Share & Forecast
      - 6.3.1.2.1. By Procedure Type
      - 6.3.1.2.2. By Gender
      - 6.3.1.2.3. By Age Group
  - 6.3.2. Canada Cosmetic Surgery And Procedure Market Outlook
    - 6.3.2.1. Market Size & Forecast
      - 6.3.2.1.1. By Value
    - 6.3.2.2. Market Share & Forecast
      - 6.3.2.2.1. By Procedure Type
      - 6.3.2.2.2. By Gender
      - 6.3.2.2.3. By Age Group
  - 6.3.3. Mexico Cosmetic Surgery And Procedure Market Outlook
    - 6.3.3.1. Market Size & Forecast
      - 6.3.3.1.1. By Value
    - 6.3.3.2. Market Share & Forecast
      - 6.3.3.2.1. By Procedure Type
      - 6.3.3.2.2. By Gender
      - 6.3.3.2.3. By Age Group



## **7. EUROPE COSMETIC SURGERY AND PROCEDURE MARKET OUTLOOK**

### 7.1. Market Size & Forecast

#### 7.1.1. By Value

### 7.2. Market Share & Forecast

#### 7.2.1. By Procedure Type

#### 7.2.2. By Gender

#### 7.2.3. By Age Group

#### 7.2.4. By Country

### 7.3. Europe: Country Analysis

#### 7.3.1. Germany Cosmetic Surgery And Procedure Market Outlook

##### 7.3.1.1. Market Size & Forecast

###### 7.3.1.1.1. By Value

##### 7.3.1.2. Market Share & Forecast

###### 7.3.1.2.1. By Procedure Type

###### 7.3.1.2.2. By Gender

###### 7.3.1.2.3. By Age Group

#### 7.3.2. United Kingdom Cosmetic Surgery And Procedure Market Outlook

##### 7.3.2.1. Market Size & Forecast

###### 7.3.2.1.1. By Value

##### 7.3.2.2. Market Share & Forecast

###### 7.3.2.2.1. By Procedure Type

###### 7.3.2.2.2. By Gender

###### 7.3.2.2.3. By Age Group

#### 7.3.3. Italy Cosmetic Surgery And Procedure Market Outlook

##### 7.3.3.1. Market Size & Forecast

###### 7.3.3.1.1. By Value

##### 7.3.3.2. Market Share & Forecast

###### 7.3.3.2.1. By Procedure Type

###### 7.3.3.2.2. By Gender

###### 7.3.3.2.3. By Age Group

#### 7.3.4. France Cosmetic Surgery And Procedure Market Outlook

##### 7.3.4.1. Market Size & Forecast

###### 7.3.4.1.1. By Value

##### 7.3.4.2. Market Share & Forecast

###### 7.3.4.2.1. By Procedure Type

###### 7.3.4.2.2. By Gender

###### 7.3.4.2.3. By Age Group

#### 7.3.5. Spain Cosmetic Surgery And Procedure Market Outlook

#### 7.3.5.1. Market Size & Forecast

##### 7.3.5.1.1. By Value

#### 7.3.5.2. Market Share & Forecast

##### 7.3.5.2.1. By Procedure Type

##### 7.3.5.2.2. By Gender

##### 7.3.5.2.3. By Age Group

## **8. ASIA-PACIFIC COSMETIC SURGERY AND PROCEDURE MARKET OUTLOOK**

### 8.1. Market Size & Forecast

#### 8.1.1. By Value

### 8.2. Market Share & Forecast

#### 8.2.1. By Procedure Type

#### 8.2.2. By Gender

#### 8.2.3. By Age Group

#### 8.2.4. By Country

### 8.3. Asia-Pacific: Country Analysis

#### 8.3.1. China Cosmetic Surgery And Procedure Market Outlook

##### 8.3.1.1. Market Size & Forecast

##### 8.3.1.1.1. By Value

##### 8.3.1.2. Market Share & Forecast

##### 8.3.1.2.1. By Procedure Type

##### 8.3.1.2.2. By Gender

##### 8.3.1.2.3. By Age Group

#### 8.3.2. India Cosmetic Surgery And Procedure Market Outlook

##### 8.3.2.1. Market Size & Forecast

##### 8.3.2.1.1. By Value

##### 8.3.2.2. Market Share & Forecast

##### 8.3.2.2.1. By Procedure Type

##### 8.3.2.2.2. By Gender

##### 8.3.2.2.3. By Age Group

#### 8.3.3. Japan Cosmetic Surgery And Procedure Market Outlook

##### 8.3.3.1. Market Size & Forecast

##### 8.3.3.1.1. By Value

##### 8.3.3.2. Market Share & Forecast

##### 8.3.3.2.1. By Procedure Type

##### 8.3.3.2.2. By Gender

##### 8.3.3.2.3. By Age Group

#### 8.3.4. South Korea Cosmetic Surgery And Procedure Market Outlook

#### 8.3.4.1. Market Size & Forecast

##### 8.3.4.1.1. By Value

#### 8.3.4.2. Market Share & Forecast

##### 8.3.4.2.1. By Procedure Type

##### 8.3.4.2.2. By Gender

##### 8.3.4.2.3. By Age Group

#### 8.3.5. Australia Cosmetic Surgery And Procedure Market Outlook

##### 8.3.5.1. Market Size & Forecast

##### 8.3.5.1.1. By Value

##### 8.3.5.2. Market Share & Forecast

##### 8.3.5.2.1. By Procedure Type

##### 8.3.5.2.2. By Gender

##### 8.3.5.2.3. By Age Group

## **9. SOUTH AMERICA COSMETIC SURGERY AND PROCEDURE MARKET OUTLOOK**

### 9.1. Market Size & Forecast

#### 9.1.1. By Value

### 9.2. Market Share & Forecast

#### 9.2.1. By Procedure Type

#### 9.2.2. By Gender

#### 9.2.3. By Age Group

#### 9.2.4. By Country

### 9.3. South America: Country Analysis

#### 9.3.1. Brazil Cosmetic Surgery And Procedure Market Outlook

##### 9.3.1.1. Market Size & Forecast

##### 9.3.1.1.1. By Value

##### 9.3.1.2. Market Share & Forecast

##### 9.3.1.2.1. By Procedure Type

##### 9.3.1.2.2. By Gender

##### 9.3.1.2.3. By Age Group

#### 9.3.2. Argentina Cosmetic Surgery And Procedure Market Outlook

##### 9.3.2.1. Market Size & Forecast

##### 9.3.2.1.1. By Value

##### 9.3.2.2. Market Share & Forecast

##### 9.3.2.2.1. By Procedure Type

##### 9.3.2.2.2. By Gender

##### 9.3.2.2.3. By Age Group

### 9.3.3. Colombia Cosmetic Surgery And Procedure Market Outlook

#### 9.3.3.1. Market Size & Forecast

##### 9.3.3.1.1. By Value

#### 9.3.3.2. Market Share & Forecast

##### 9.3.3.2.1. By Procedure Type

##### 9.3.3.2.2. By Gender

##### 9.3.3.2.3. By Age Group

## **10. MIDDLE EAST AND AFRICA COSMETIC SURGERY AND PROCEDURE MARKET OUTLOOK**

### 10.1. Market Size & Forecast

#### 10.1.1. By Value

### 10.2. Market Share & Forecast

#### 10.2.1. By Procedure Type

#### 10.2.2. By Gender

#### 10.2.3. By Age Group

#### 10.2.4. By Country

### 10.3. MEA: Country Analysis

#### 10.3.1. South Africa Cosmetic Surgery And Procedure Market Outlook

##### 10.3.1.1. Market Size & Forecast

##### 10.3.1.1.1. By Value

##### 10.3.1.2. Market Share & Forecast

##### 10.3.1.2.1. By Procedure Type

##### 10.3.1.2.2. By Gender

##### 10.3.1.2.3. By Age Group

#### 10.3.2. Saudi Arabia Cosmetic Surgery And Procedure Market Outlook

##### 10.3.2.1. Market Size & Forecast

##### 10.3.2.1.1. By Value

##### 10.3.2.2. Market Share & Forecast

##### 10.3.2.2.1. By Procedure Type

##### 10.3.2.2.2. By Gender

##### 10.3.2.2.3. By Age Group

#### 10.3.3. UAE Cosmetic Surgery And Procedure Market Outlook

##### 10.3.3.1. Market Size & Forecast

##### 10.3.3.1.1. By Value

##### 10.3.3.2. Market Share & Forecast

##### 10.3.3.2.1. By Procedure Type

##### 10.3.3.2.2. By Gender

#### 10.3.3.2.3. By Age Group

## **11. MARKET DYNAMICS**

### 11.1. Drivers

### 11.2. Challenges

## **12. MARKET TRENDS & DEVELOPMENTS**

### 12.1. Recent Developments

### 12.2. Product Launches

### 12.3. Mergers & Acquisitions

## **13. GLOBAL COSMETIC SURGERY AND PROCEDURE MARKET: SWOT ANALYSIS**

## **14. COMPETITIVE LANDSCAPE**

### 14.1. AbbVie Inc.

#### 14.1.1. Business Overview

#### 14.1.2. Product Offerings

#### 14.1.3. Recent Developments

#### 14.1.4. Key Personnel

#### 14.1.5. SWOT Analysis

### 14.2. Cynosure LLC

### 14.3. Evolus Inc.

### 14.4. Revance

### 14.5. Galderma SA

### 14.6. Lumenis Be Ltd.

### 14.7. Solta Medical Inc

### 14.8. Syneron Candela SA

### 14.9. Alma Laser Inc

### 14.10. Airsculpt Technologies, Inc.

## **15. STRATEGIC RECOMMENDATIONS**

## **16. ABOUT US & DISCLAIMER**

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