

# **Mastopexy Market: Current Analysis and Forecast (2025-2033)**

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## **Abstracts**

Mastopexy is also referred to as breast lift surgery. It aims to raise and restructure the sagging breasts. This is achieved through the process of cutting off excess skin and pulling the surrounding skin to achieve a youthful appearance of the breasts. Additionally, it can also offer the possibility to expand the height of the nipple and areola to a more aesthetic level. Mastopexy is mainly performed in the case of breast sagging, which may be attributed to aging, pregnancy, breastfeeding, or substantial weight loss. Moreover, it may be performed together with surgery for breast augmentation or reduction to gain a better outcome for the patients.

The Mastopexy market is set to show a growth rate of about 7.2% during the forecast period (2025-2033F). Several factors have been driving the mastopexy market. These factors are new concerns for beauty, and the ability to perceive beauty has prompted more people to get breast lifts in order to achieve the desired shape, especially after weight loss, childbirth, or aging. The availability of less invasive surgical procedures like the Benelli-lollipop lift and crescent lift increases their popularity among the population due to their shorter recovery periods. Social media influence, along with people's interest in natural-looking aesthetics, has further increased the demand. Moreover, in countries such as India and Thailand, medical tourism has offered cheaper health solutions for their international patients, leading to a huge growth in the mastopexy market.

For instance, according to the latest statistics from the American Society of Plastic Surgeons, nearly 300,000 patients underwent breast augmentation in 2022, reflecting a 4% increase compared to 2019. While breast augmentation continues to be the most popular cosmetic procedure, 143,364 breast lift (mastopexy) procedures were performed in 2022, marking a significant 30% growth from 2019.

Based on technique, the market is divided into anchor breast lift, crescent breast lift, benelli-lollipop lift, and others. Among these, the anchor breast lift segment dominates the mastopexy market due to the efficiency of the procedure for treating severe breast droopiness and providing patients with highly satisfying long-term results. Due to its capability of handling complicated matters, its demand has remained high despite the emergence of other techniques. However, the Benelli-Lollipop Lift segment is considered to grow at the fastest pace in the future. This technique is less invasive and delivers efficient lifting, which makes it appealing to patients searching for an aesthetic solution with limited scarring.

Based on the end-user category, the global market is categorized into hospitals, specialty clinics, and others. Of all these categories, hospitals currently hold the maximum market share in the global mastopexy market because they possess well-equipped procedural facilities, experienced plastic surgeons, and extensive follow-up care services. However, the specialty clinics segment is likely to experience a steadier growth rate than the other segments in the future. Specialty clinics have some advantages, such as personalized care, shorter waiting times compared to a hospital, cheaper prices, and a comfortable, patient-focused environment that is attracting more patients seeking elective surgery, such as cosmetic surgeries.

For a better understanding of the adoption of mastopexy, the market is analyzed based on its worldwide penetration in countries such as North America (U.S., Canada, and the Rest of North America), Europe (Germany, U.K., France, Spain, Italy, Rest of Europe), Asia-Pacific (China, Japan, India, Rest of Asia-Pacific), Rest of World. Among these, the North America region holds a significant market share due to high consumer awareness, a strong presence of board-certified plastic surgeons, advanced healthcare infrastructure, and the widespread cultural acceptance of cosmetic procedures. However, the Asia-Pacific mastopexy market is moving forward due to increasing disposable incomes, increasing acceptance of cosmetic surgeries, and the influence of social networks.

Some major players running in the market include HCA Healthcare Inc., VCU Health System, Mount Sinai, UCLA Health, Cedars-Sinai, NYU Langone Health, Pristyn Care, Enhance Medical Group, Eterna Vision and Aesthetics, and Kirn Plastic Surgery and Skincare Center.

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