

Market insights summary

Europe aesthetic injectable market

What's trending and new

Hybrid fillers are gaining traction in Europe

- Like other geographies, hybrid fillers, which combine hyaluronic acid (HA) with biostimulatory agents, are gaining traction in Europe. Dermatologists interviewed in the region indicate that hybrid fillers are gaining popularity as patients seek more natural-looking results over traditional volumizing approaches.

The aesthetic injectable space in Europe remains highly competitive with the continued launch of new products in the region

- In Europe, ongoing product approvals and launches have made the aesthetic injectables space highly competitive. For example, in the botulinum toxin (BTX) market, several competitors have launched new offerings in recent years.
- As new formulations and brands enter the market, awareness of the aesthetic injectable treatments is expanding, which will contribute to overall revenue potential for companies despite the intensifying competition.

In Europe, uptake of GLP-1 agonists is supporting the use of complementary procedures like aesthetic injectable treatments.

- Glucagon-like peptide-1 receptor agonist (GLP-1) use in Europe is driving demand for aesthetic injectables given that rapid weight loss leads to facial volume loss. This is leading to more first-time aesthetic injectable patients, supporting procedure volumes.

Access more insights and data in the [report](#).
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2024 Europe aesthetic injectable market snapshot

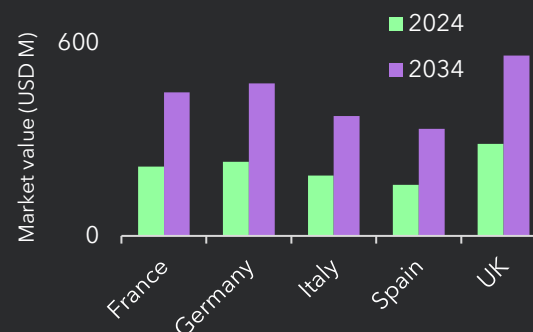
\$1.1B

Market revenue

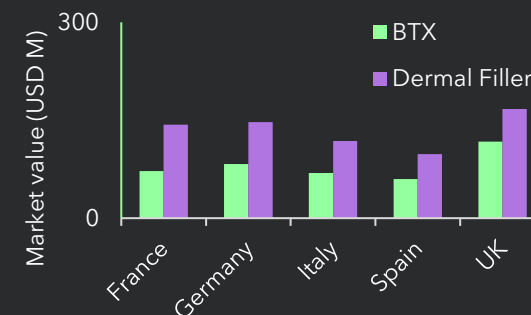
7.0%

CAGR ('19-'34)

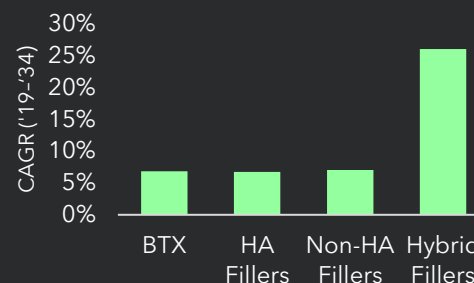
Europe aesthetic injectable market by country



Europe BTX vs dermal filler markets, 2024



Procedure growth by product type



BTX = Botulinum toxin
 HA = Hyaluronic acid

2024 Europe aesthetic injectable competitive landscape

