

Aesthetic injectables

Middle East – Saudi Arabia, Turkey, and UAE



Middle East Aesthetic Injectable market snapshot

\$284M

Market Value in the year 2022

7.9%

CAGR (2019 – 2032) Market Value

"Young women are very interested because of social media; one of my patients is 19 years old for wrinkles. [We're seeing] 10% [growth in] new patients coming every month since we started to do social media outreach campaigns on Instagram."

Dermatologist, Turkey

Segment and country highlights

Turkey:

\$160M

Market Value
in the year 2022

Biggest aesthetic
injectable market.

Dermal Fillers:

8.9%

CAGR (2019 – 2032)
Procedures

Fastest-growing aesthetic
injectable segment.

UAE:

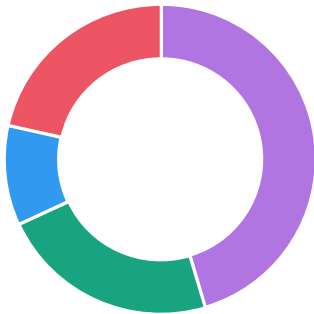
10.7%

CAGR (2019 – 2032)
Market Value

Fastest-growing aesthetic
injectable market.

Key insights

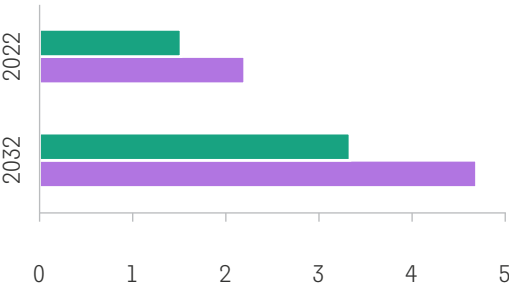
Figure 1: Top players in the market (2022)



Company market shares in the Saudi Arabia, Turkey, and UAE aesthetic injectables space.

- Allergan
- Ipsen
- Galderma
- Others

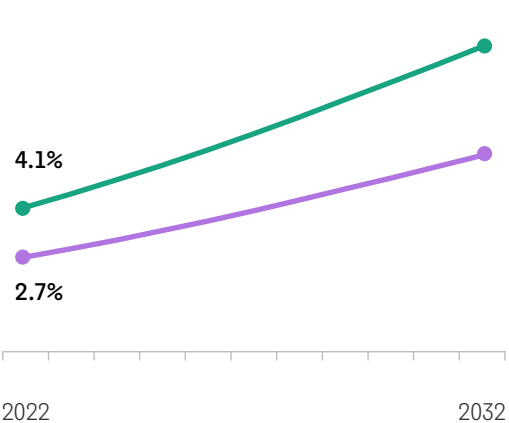
Figure 2: Aesthetic injectable procedures (millions)



Projected growth of aesthetic injectable procedures in Saudi Arabia, Turkey, and the UAE from 2022 to 2032.

- Botulinum Toxin
- Dermal Filler

Figure 3: Procedure penetration (females)



Projected growth in procedure penetration in females aged 25 - 55 years across Saudi Arabia, Turkey, and the UAE.

- Botulinum Toxin
- Dermal Filler

Key trends



01. Investments in infrastructure

Middle Eastern countries like the UAE, Saudi Arabia, and Turkey have made significant investments in healthcare infrastructure, which, coupled with government initiatives and high-quality care, have contributed to the rise in medical tourism and demand for aesthetic injectables in the region.



02. Surging demand in the Middle East

Adoption of aesthetic injectables procedures among females between the age of 25 to 55 years is growing rapidly. As this population ages, it will further add to the growing demand for aesthetic injectables procedures in the Middle East.



03. Influences on aesthetic procedures

Social media and celebrity role models are playing a significant role in driving demand for aesthetic injectable procedures, especially among younger patients.

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