



State of the global aesthetics market 2026



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What trends are we seeing in the lucrative global aesthetics market?



Global growth

The global aesthetics market will be valued over \$32bn by 2034, growing at a compound annual growth rate (CAGR) of nearly 6.3% between 2019 to 2034.



Fastest-growing market

The aesthetic injectables segment is the largest and fastest-growing market, while the breast implant market is seeing slower growth due to market saturation, although there continues to be sustained demand.



Cosmeceuticals' momentums

The cosmeceuticals market is gaining momentum through multifunctional product innovation, increased clinician endorsement, and strategic online marketing driving e-commerce growth.



Beyond weight loss

Glucagon-like peptide-1 (GLP-1) drugs are fueling growth in some segments of the aesthetics market as patients seek facial volume restoration and body proportion enhancement after weight loss.



Weight management evolution

The rise of GLP-1 drugs for weight management is driving a noticeable decline in demand for energy-based fat reduction devices.

Global aesthetics market snapshot

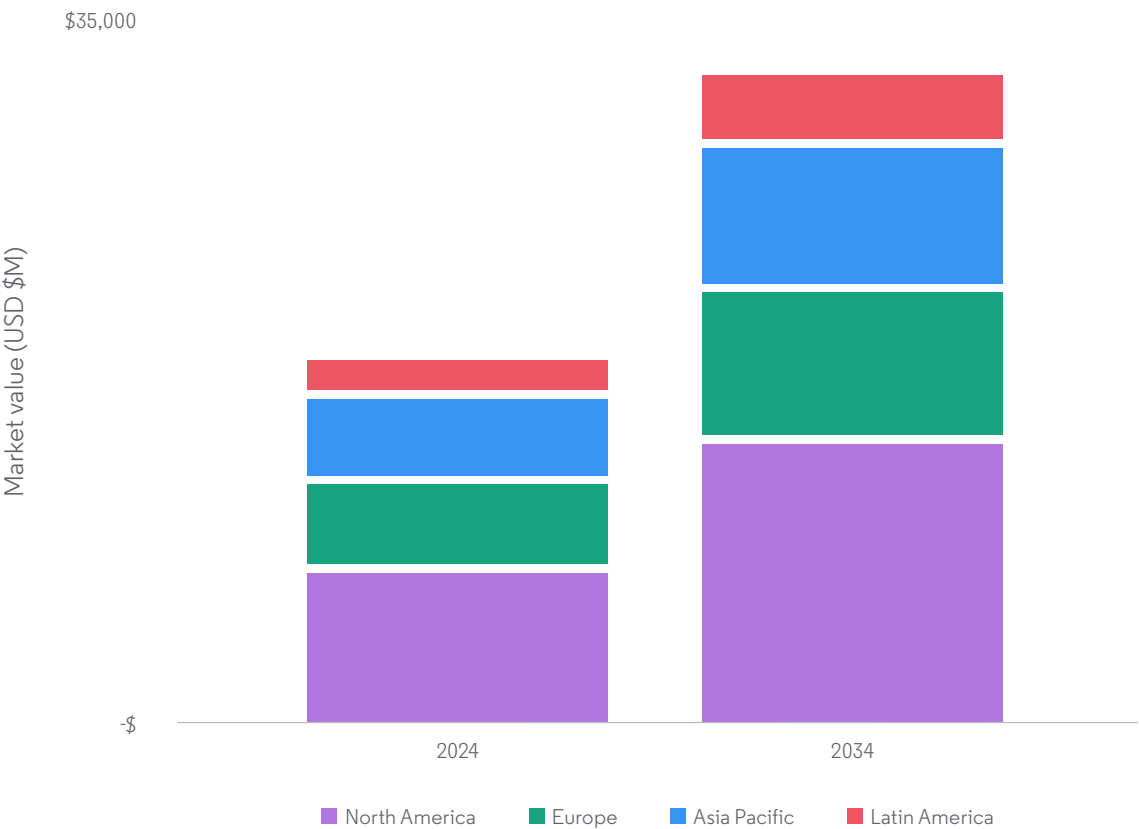
\$17.1BN

2024 market revenue

6.3%

CAGR (2019-2034)

Figure 1: Global aesthetics market, 2024 and 2034



Source: [MedTech 360](#)

Medtech 360 aesthetic market coverage

Aesthetic injectables	Botulinum toxin, dermal fillers
Aesthetic energy-based devices	Energy-based treatments like skin tightening, hair removal, and body contouring
Breast implants and reconstructive devices	Cosmetic breast enhancement and postsurgical breast reconstruction
Physician-dispensed cosmeceuticals	Advanced skincare products prescribed by medical professionals

Although common themes exist across aesthetics markets, distinct trends are seen in each of the major aesthetics markets:

Table 1: Key market trends

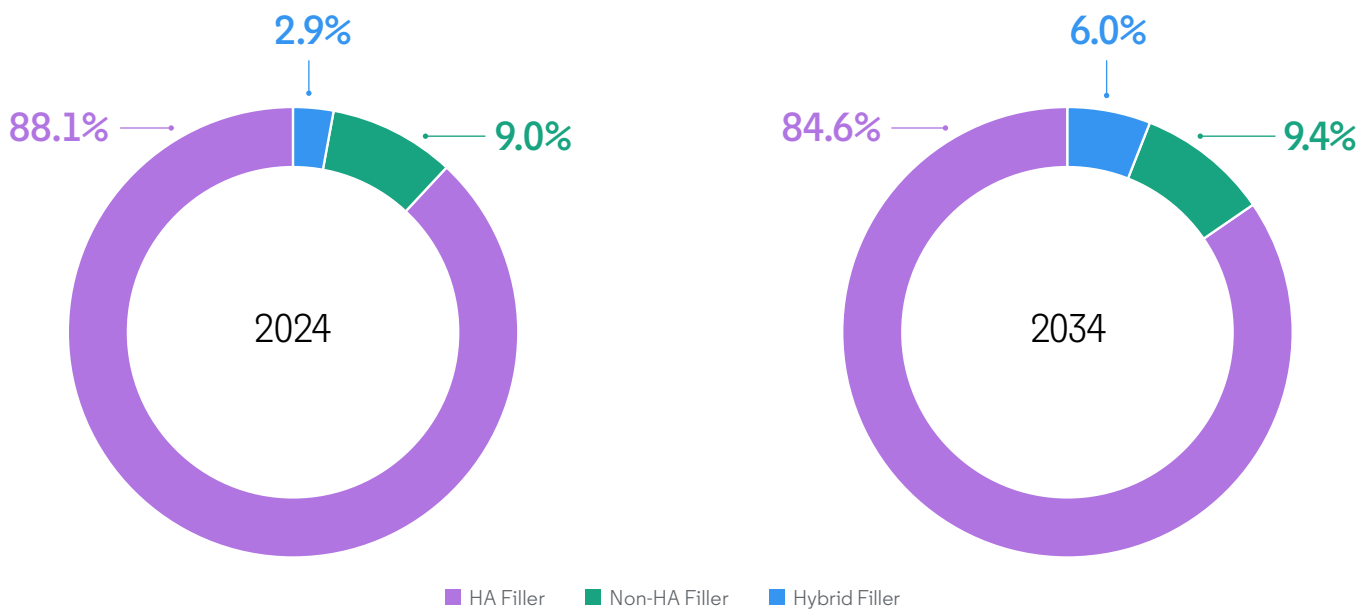
Market	Expected global CAGR ('19-'34)
<p>The Aesthetic Injectable market is being reshaped by widespread GLP-1 agonist adoption, with rapid weight loss driving demand for volume-restoring fillers and combination treatments. The popularity of aesthetic injectable treatments will also be fueled by social media awareness, diversified offerings, and growing acceptance in emerging markets supported by medical tourism and domestic competition.</p>	7.2%
<p>Breast Implant market growth is fueled by rising aesthetic consciousness, greater awareness of and accessibility to the procedures, and the acceptance of advanced solutions. Innovations like 3-D printing, early screening programs, and comprehensive cross-selling platforms are accelerating adoption, while GLP-1 therapies and implant technologies also act as strong market boosters.</p>	2.9%
<p>The Physician-Dispensed Cosmeceutical market will be driven by ingredient upgrades, demand for gentle, preventive skincare among Gen Z and Millennials, and clinician adoption supported by e-commerce and influencer-led education. Brand trust is preserved through anti-diversion measures to prevent products from being sold through unauthorized channels rather than the clinical setting.</p>	8.1%
<p>The Energy-Based Device market will see a shift toward noninvasive technologies, supported by their patient-centric benefits. Market growth will also stem from GLP-1-driven demand for skin tightening and flexible leasing models making advanced systems more affordable and accessible.</p>	3.7%

Aesthetic injectables: a market snapshot

Aesthetic injectables remain the largest segment in the aesthetics market and are expected to continue driving industry growth.

- The hybrid filler market is still highly underpenetrated and projected to expand rapidly.
- A modest shift toward collagen biostimulators over traditional hyaluronic acid (HA) fillers is emerging, largely influenced by social media trends.
- The global adoption of GLP-1 receptor agonists is reshaping aesthetic medicine given that rapid weight loss often leads to facial volume loss and skin laxity that is fueling demand for volume-restoring fillers.

Figure 2: Dermal filler product type comparison 2024 vs. 2034



Note: Non-HA dermal fillers include collagen stimulators and other slowly resorbable and nonresorbable products. Hybrid dermal fillers include HA and non-HA components like calcium hydroxyapatite, poly-L-lactic acid, poly-D,L-lactic acid, polynucleotides, and other collagen stimulators.

Geographic variations in aesthetic injectables market growth and trends






North America:

As of 2024, the North American aesthetic injectables market remains the largest and is expected to retain this position through 2034.

Emerging Regions:

Rapid market expansion is occurring in the Asia Pacific, Latin American, and Middle Eastern countries.

Table 2: Aesthetic injectables market comparison by region

Metric	North America	Europe	Asia Pacific (APAC)	Latin America	Middle East
Market value of 2024	\$4.1bn	\$1.1bn	\$1.9bn	\$0.7bn	\$0.3bn
Top players in 2024	Allergan, Galderma, Merz Pharma	Allergan, Galderma, Merz Pharma	Allergan, Galderma, Daewoong, Hugel	Allergan, Galderma, Merz Pharma	Allergan, Galderma, Ipsen
Country highlights (Major countries with rapid growth)					

Looking ahead

Although economic uncertainty continues to challenge the aesthetics market, the industry remains resilient. A loyal consumer base committed to beauty routines and repeat treatments provides a strong foundation for stability. Looking forward, the industry is expected to recover from current market disruptions, with sustained growth driven by innovation, adaptability, and enduring demand.



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