

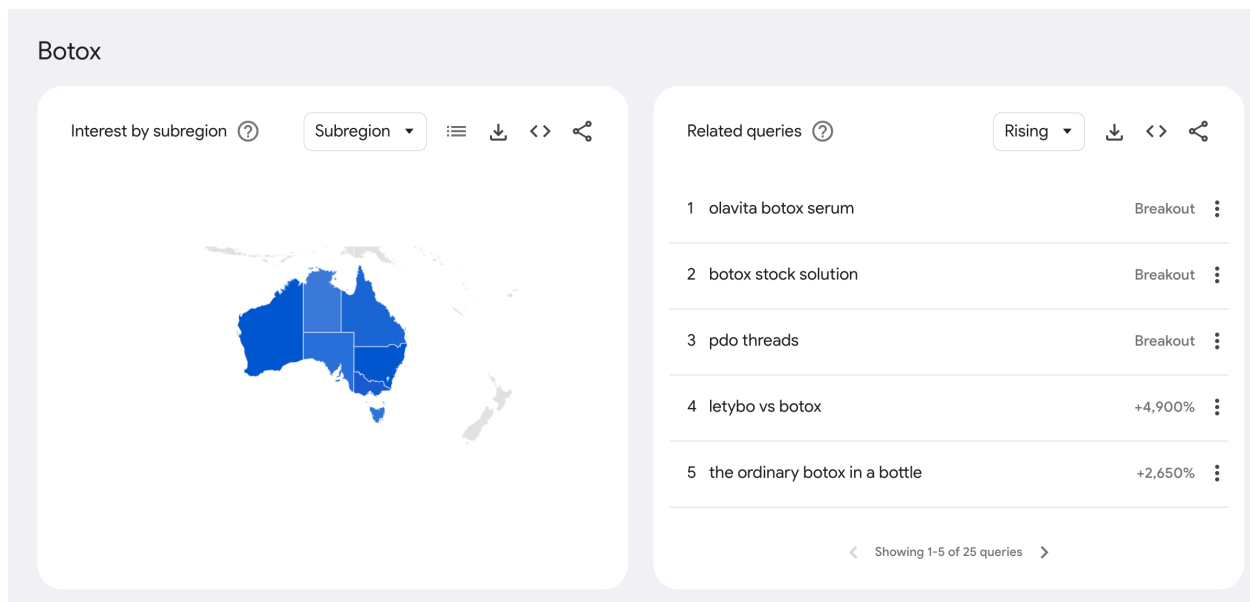
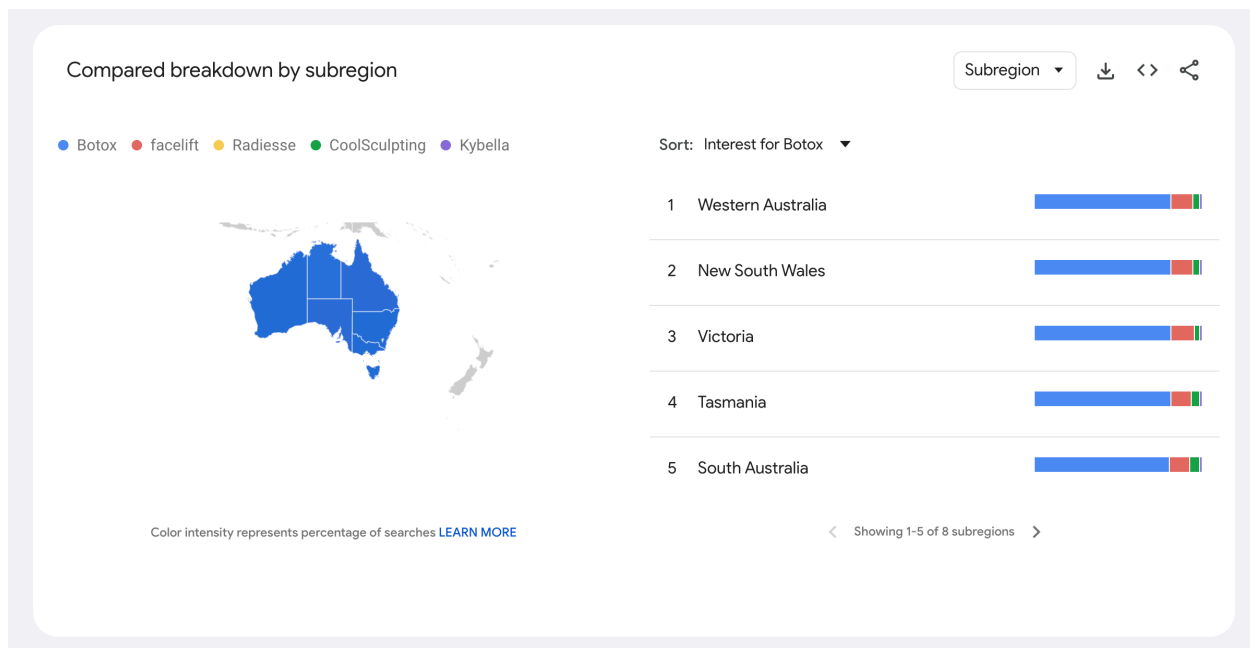
# 1. Growth Trends

## Social Media

### Google Trends

In 2020, the NIM database in the United States released a professional analysis report "[Influence of Social Media on Cosmetic Procedure Interest](#)". Studies utilizing Google Trends data and industry surveys consistently indicate a growing online interest in non – invasive treatments such as Botox, fillers, and laser procedures. For instance, research published in the Journal of Clinical and Aesthetic Dermatology has shown that searches for “dermatologist,” “Botox,” and “Juvederm” have been steadily increasing over time, a trend partly influenced by Instagram and TikTok influencers. If we were to travel back to 2025 and search the key terms from the paper on Google Trends, we would find that the relevant keywords related to facial enhancements have continued to show an upward trend in the past five years, with Botox being the most popular keyword.





Detailed data can be directly accessed on [Google Trends](#).

## TikTok

## Cosmetic surgery [\[ edit \]](#)

Videos about **cosmetic** surgery are very popular on TikTok.<sup>[29]</sup> In January 2022, videos with hashtags related to plastic surgery had over 29 billion views combined on the platform.<sup>[30]</sup> TikTok and Instagram have led to an increase in the number of **cosmetic** surgeries performed on young people.<sup>[31]</sup>

In 2021, *Plastic and Reconstructive Surgery* published an article that found that **plastic surgeons** were among the earliest adopters of social media and at the time the article was published, it was found that at least five plastic surgeons had surpassed 1 million followers on TikTok. The article noted that some surgeons were influencers on the platform and had the ability to influence public perception.<sup>[32]</sup> A 2021 study published by the [University of South Florida](#) found that content posted on TikTok by plastic surgeons helped legitimize plastic surgery by educating their viewers and reducing their fear of the surgeries.<sup>[33]</sup> Plastic surgery is also legitimized by the TikTok recommendation system which shows users who showed interest in plastic surgery videos even more plastic surgery videos via the For You Page, which makes plastic surgery seem more widespread than it actually is among both celebrities and normal people.<sup>[33]</sup>

TikTok does not allow direct paid advertisements of **cosmetic** surgeries on its platform, but **cosmetic** surgery clinics are able to promote their services using normal unpaid posts, as well as by paying influencers or giving them free surgeries in exchange for the influencer posting a video about their **cosmetic** surgery experience.<sup>[34]</sup>

**Cosmetic** procedures that have trended on TikTok include [rhinoplasties](#),<sup>[35]</sup> [buccal fat removals](#),<sup>[36]</sup> and [botox injections](#).<sup>[37]</sup> **Cosmetic** procedures sometimes trend in the form of an [internet challenge](#) on TikTok. The "#Nosejobcheck" challenge involves users posting videos of their noses before and after their rhinoplasties, with a specific background sound for the challenge used in the videos.<sup>[38]</sup>

A Wikipedia article provides a detailed explanation of the platform's advertising strategy, as well as some operational strategies for increasing traffic.

Social media platforms not only disseminate information rapidly but also shape consumer expectations through before – and – after visuals and influencer endorsements. This phenomenon has even encouraged younger demographics—as evidenced by studies showing that a significant percentage of TikTok users and Gen Z are researching cosmetic treatments online

[reference](#)

## Shift Toward Non – Invasive Aesthetic Procedures

Market research reports (e.g., from McKinsey and Astute Analytica) indicate that non – invasive procedures are growing at a compounded annual rate (CAGR) in the low to mid-teens. These treatments are attractive because they require less downtime, cost less, and offer a lower risk than surgical options

The “Zoom boom” during and after the COVID-19 pandemic also heightened awareness of facial aesthetics, further accelerating the uptake of non – invasive options.

[0. McKinsey](#)

## Increasing Male Adoption of Botox and Other Procedures

Research—including an 18 – year analysis published on PubMed—shows that male interest in cosmetic procedures, especially non – surgical ones like Botox and fillers, has been rising consistently. For instance, YouGov data reveal that even though fewer men express intent to try these procedures compared with women, a larger proportion

of men have actually undergone treatments over the past 18 months

1. Men have undergone more non-surgical beauty procedures than women in the past year

2. Changing Aesthetic Surgery Interest in Men: An 18-Year Analysis

## **Technological Advancements**

Continuous improvements in both injectables (such as longer-acting neuromodulators) and energy-based devices (e.g., advanced lasers and CoolSculpting systems) are making treatments more effective and safer. Innovations that integrate AI and personalized treatment planning are also emerging, enhancing precision and patient outcomes

## **Rise of Telemedicine Consults**

Telehealth is becoming an increasingly common channel for aesthetic consultations. Surveys indicate that a high percentage of patients now opt for virtual consults, which add convenience and accessibility—further stimulating demand in the aesthetics market

Below is an in - depth summary of additional analysis data on the key highlights you mentioned. The following report synthesizes trends, opportunities, and threats in the aesthetics space based on multiple high - quality industry reports and academic studies.

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## **2. Opportunities**

### **Key Findings in the US Aesthetic Medicine Market**

[reference](#)

<b>Market Forecast (2033)</b>	<b>US\$ 71.49 Billion</b>
CAGR	12.65%
By Procedure Type	Non-Invasive (62.57%)
By Gender	Female (85.33%)
By Age Group	30-45 Years (40.41%)
By End Users	Medical Spas & Beauty Clinics (47.57%)
Top Drivers	Growing demand for minimally invasive cosmetic procedures among all age groups.Technological advancements enhancing safety and effectiveness of aesthetic treatments.Increasing societal acceptance and desire for youthful appearances and self-enhancement.
Top Trends	Rising popularity of non-surgical treatments like injectables and laser therapies.Influence of social media shaping aesthetic preferences and consumer decisions.Expansion of the male demographic seeking aesthetic medical procedures.
Top Challenges	Regulatory hurdles and stringent FDA approval processes for new procedures.High costs limiting access to treatments for a broader population segment.Ethical concerns over unrealistic beauty standards impacting mental health.

## Home-Use Aesthetic Devices

Emerging technologies are exploring the possibility of home devices for treatments like Botox. Although FDA approval remains pending in many cases, the trend toward democratizing access to non-invasive treatments is gathering pace. This represents an opportunity for companies to capture a new market segment of tech-savvy consumers eager for convenient, at-home solutions.

## Expansion of Telemedicine

The ongoing rise in telemedicine—driven by pandemic-era shifts and consumer preference for remote consultations—presents an opportunity for clinics to streamline follow-ups and initial assessments. Virtual consults can increase geographic reach and lower overhead costs while still providing personalized treatment planning.

## **Membership and Subscription Models**

Many med spas and aesthetics clinics are now testing membership plans (or “tweakment clubs”) for regular Botox touch-ups or cosmetic injectables. Such recurring revenue models have been shown to boost per-visit spending and customer loyalty, as members tend to invest more in their ongoing maintenance (data from med spa surveys and industry insights support a 30–40% higher spend among members).

## **3. Threats**

### **Market Saturation and Price Competition**

As the number of providers grows—especially with new entrants and the expansion of med spa chains—competition intensifies. This can lead to downward pricing pressures and may force established players to innovate further to differentiate their services (as noted by market research from McKinsey and L.E.K. Consulting,

[lek.com](https://www.lek.com)

### **Strict Regulatory Environment**

Regulatory hurdles remain a challenge, particularly with evolving FDA requirements in the U.S. and new Medical Device Regulations in Europe. These regulatory pressures may slow the introduction of new devices and treatments

[mckinsey.com](https://www.mckinsey.com)

and they can disproportionately impact smaller practices unable to absorb the cost of compliance.

### **Political and Cultural Influences**

Recent executive actions and political commentary—such as humorous or controversial orders that affect perceptions of male grooming (for example, Trump’s executive order related to men’s attire, which some analysts speculate could influence men’s attitudes toward aesthetics)—introduce an element of uncertainty in consumer behavior. While the actual impact is debated, such political signals may affect market sentiment among

certain demographics.

## **Patent Expirations and Technological Disruption**

As key patents for popular products (e.g., Botox formulations) expire, there is a risk that generic competitors could erode market share and margins. Furthermore, new technologies like stem cell therapies, non-injectable skincare, and novel collagen regeneration approaches might disrupt traditional injectable markets if they offer superior safety or efficacy (as emerging in recent innovation reports,

[globenewswire.com](https://www.globenewswire.com)