

## REDEFINING MASCULINITY

### Capitalizing on the Growth of Male Aesthetics

#### Male Aesthetics Market – At a Glance

**MARKET OVERVIEW**


**~US\$ 11bn**  
Global Market Size (2024)

**CAGR ~15%**  
Growth Rate (till 2030)


**~US\$ 25bn**  
Estimated Market Size (2030)

**MEN EMBRACING AESTHETICS**

According to the 2023 study published in the Journal of Cosmetic Dermatology, **45%** of men aged 18-55 are interested in aesthetic procedures, up from **30%** in 2018.



**KEY MARKETS**



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The male aesthetics market is experiencing unprecedented growth, driven by a significant rise in male interest in aesthetic procedures. With increasing acceptance and demand across key-markets like the USA, South Korea, Germany, China, UK, India and Brazil, this trend underscores a transformative opportunity for players in the medical aesthetics space to capitalize on this rapidly expanding segment.

#### Top-5 Aesthetic Procedures – 2020 Vs 2023 (ISAPS)

Procedure	SURGICAL PROCEDURES			NON-SURGICAL PROCEDURES		
	2020	2023	Change	2020	2023	Change
Eyelid Surgery	1	1	→	Botulinum Toxin	1	→
Liposuction	2	3	↓	Hyaluronic Acid	2	→
Gynecomastia	3	2	↑	Hair Removal	3	→
Rhinoplasty	4	4	→	Non-surgical Fat Reduction	4	↓
Ear Surgery	5	EXIT	←	Photo Rejuvenation	5	←
Fat Grafting		ENTRY	→	Non-Surgical Skin Tightening		ENTRY →

#### Male Aesthetics – Player Ecosystem



#### Emerging Areas In Male Aesthetics

**siRNA for hair growth**

CosmeRNA's siRNA-based technology offers a localized treatment for androgenetic alopecia by suppressing androgen receptors in hair follicles via topical application. This avoids systemic side effects of 5α-Reductase inhibitors like erectile dysfunction and decreased libido.

**CosmeRNA**

**Exosome Therapy for Skin Rejuvenation**

Exosome therapy enhances skin texture, reduces aging signs, and promotes skin health by applying exosome-rich serums to boost collagen production and accelerate healing.

**BIOSCIENCE INSTITUTE**

**Brotox – Botox for Men**

Brotox, Botox for men, focuses on reducing wrinkles while preserving a natural, masculine appearance. It subtly softens forehead lines, frown lines, and crow's feet without over-smoothing or feminizing features.

**Allergan Aesthetics**

**Trusculptflex – Muscle Sculpting**

TruSculpt flex is a muscle sculpting technology using Multi-Directional Stimulation (MDS) to target specific muscle groups with three modes: Prep, Tone, and Sculpt.

**CUTERA**

#### Conclusion

The male medical aesthetics market is poised for exponential growth as societal perceptions of masculinity continue to evolve

- Diversification Beyond Traditional Procedures:** While hair transplants and Botox currently dominate the male aesthetics market, emerging demand for non-surgical body sculpting, skin tightening, and fat reduction highlights opportunities for product and service diversification.
- Adoption of Next-Gen Therapies:** Advanced technologies like exosome therapy for skin rejuvenation and SiRNA for hair growth represent untapped potential. Early investments in R&D and partnerships in these cutting-edge therapies could position businesses as leaders in the high-growth male aesthetics segment.
- Targeting New Cohorts:** With the male aesthetics market set to double in the next 6-7 years, there is a growing need to target younger demographics like Gen Z and Millennials through digital campaigns and platforms. Leveraging personalized solutions and AI-driven consultations can enhance customer engagement and conversion rates.

#### About FutureBridge

FutureBridge is a techno-commercial consulting and advisory company. We track and advise on the future of industries from a 1-to-25-year perspective to keep you ahead of the technology curve, propel your growth, identify new opportunities, markets and business models, answer your unknowns, and facilitate best-fit solutions and partnerships using our platforms, programs, and access to global ecosystems and players.