

Male Aesthetics Market - At a Glance



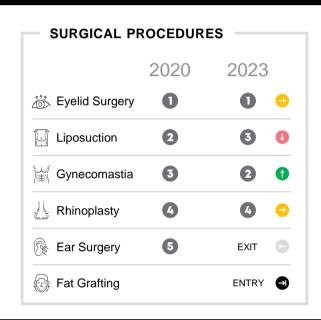


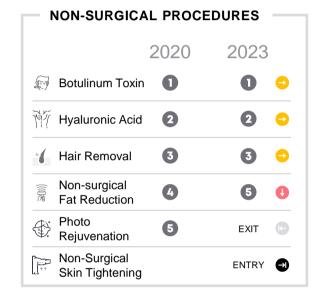




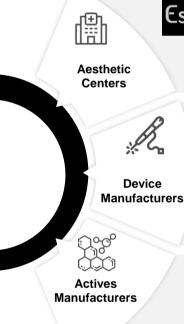
The male aesthetics market is experiencing unprecedented growth, driven by a significant rise in male interest in aesthetic procedures. With increasing acceptance and demand across key-markets like the USA, South Korea, Germany, China, UK, India and Brazil, this trend underscores a transformative opportunity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

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





Male Aesthetics – Player Ecosystem







\⟨ AirSculpt
\)

CosmcRNA

LUMENIS



CYNO\URE

GALDERMA



Allergan **Aesthetics** an AbbVie company

MERZ AESTHETICS®

Emerging Areas In Male Aesthetics



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 dvsfunction and decreased libido. CosmcRNA

Exosome Therapy for Skin Rejuvenation Exosome therapy

enhances skin

texture, reduces aging signs, and promotes skin health by applying exosomerich serums to boost collagen production and accelerate healing.



BIOSCIENCE

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.

Aesthetics

Allergan



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 Al-driven consultations can enhance customer engagement and conversion rates.

About FutureBridge

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