

# Non-surgical Cosmetic Procedures in the United States and Europe: Injecting New Life into the Industry?

As advances in technological, mechanical, and chemical processes help people to alter and improve their looks, the business of cosmetic procedures continues to change. This report examines the less invasive forms of cosmetic procedures on the face and body that do not involve a surgeon's knife: minimally invasive (e.g., microdermabrasion, IPL, vein treatment) and moderately invasive (e.g., soft tissue fillers, laser skin resurfacing, deep chemical peels) in the United States and the European Union. This FlashPoint report does not include dental procedures.

The number of some non-surgical procedures performed has been growing both in the United States and across Europe. While it may pose a threat for providers restricted to surgical treatments, it brings opportunities for others, including medical specialists and manufacturers of medical devices, as well as companies producing pre- or post-treatment products such as creams and lotions.

## Topics Covered

- Overview of available non-surgical cosmetic procedures
- Current scenario and trends: market size overview
  - What treatments are available and competing in the European market and in the United States?
  - Which are the factors influencing the business?
- Innovation
  - What direction are the new innovations going towards?
- Competitive landscape
  - Who are the current market players?
  - As competition increases, who will be the winners in this market?
- The future
  - What does Kline think are the opportunities, challenges, and future landscape?
  - What are the lessons learned from the shifting dynamics of the market?

Each report in the [Kline FlashPoint Series](#) explores an emerging industry issue or market development. Forward-looking and rich in insights and recommendations, they are designed to help executives develop timely strategies to maximize business opportunities.

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## Reasons to Buy this Report

- To understand the range of cosmetic procedures and their shifting popularity
- To learn the market dynamics and the procedures that are dominating in the market in the United States and Europe
- To understand the factors driving/limiting the growth of non-surgical cosmetic procedures and accompanying technologies

## Report Contents

### Kline Insights

This section analyzes the opportunity gaps in the global marketplace, examines lessons learned from some companies, identifies key factors for success, and summarizes Kline's point of view.

### Market Overview and Dynamics

This section provides an overview of significant developments in Western Europe and the United States, including:

- Market size overview: estimates of size and overview of market characteristics in United States and Europe for different types of procedures
- Descriptions of available non-surgical cosmetic procedures and key technological innovations
- Factors influencing the business: key demand drivers of non-surgical procedures, current trends by region, legislation, and more
- Channel dynamics

### Competitive Landscape

- Brief profiles of leading competitors in the global market

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