



Understanding the Factors: Worth \$ 181.20 Million By 2032 Drivers Behind the 6.4% CAGR in Buccal Fat Removal Market

February 7, 2024

Buccal fat removal, also known as cheek reduction surgery or buccal lipectomy, is a cosmetic procedure designed to reduce the volume of fat in the cheeks, specifically the buccal fat pads. These pads are located in the hollow areas of the cheeks, contributing to facial fullness.

Report Overview

The global buccal fat removal market size is expected to reach USD 181.20 million by 2032, according to a new study by Polaris Market Research. The report “Buccal Fat Removal Market Share, Size, Trends, Industry Analysis Report, By Gender (Male, Female); By End-use (Hospitals, Cosmetic Surgery Clinics); By Region, and Segment Forecasts, 2023 - 2032” gives a detailed insight into current market dynamics and provides analysis on future market growth.

Popularity of buccal fat removal procedures is on the rise due to the growing trend of people seeking to enhance their facial features. Social media and celebrities have a significant impact on people’s choices for cosmetic procedures, including buccal fat removal. This procedure can help to improve the contour of the face, particularly the upper cheek area, and give a more defined appearance to the zygomatic prominences. As a result, it has become an increasingly popular option for those looking to enhance their facial aesthetics and achieve a slimmer, more contoured look.

Trend towards minimally invasive procedures is expected to continue in the post-pandemic era, driving the growth of the buccal fat removal market. Patients and physicians are increasingly seeking safer and less invasive treatment options for aesthetic procedures, which has led to a rise in demand for minimally invasive procedures like buccal fat removal. Additionally, the increasing popularity of non-surgical cosmetic procedures like injectables and fillers is also contributing to the shift towards minimally invasive procedures.

Moreover, the United States is home to many cosmetic surgery clinics and hospitals that offer a range of aesthetic procedures, including buccal fat removal. This has made the procedure more accessible to patients across the country. Additionally, the availability of advanced medical technology, coupled with the presence of highly trained and experienced medical professionals, has contributed to the growth of the market in the region. As per the article published in the NBC, buccal fat procedures in the U.S. alone stood at 70 percent, in 2021.

This procedure is particularly popular among middle-aged individuals with the ptosis, and the Asian people have larger buccal fat pad and thicker skin than other ethnic groups. This makes the procedure particularly attractive in the region, where there is a growing demand for aesthetic procedures among the middle-aged population. Additionally, the region has a large population, which presents a significant opportunity for market growth.

The pandemic initially led to a decline in elective surgeries, including buccal fat removal procedures, as healthcare resources were redirected towards the treatment of COVID-19 patients. However, as the pandemic situation improved, there has been a surge in demand for aesthetic procedures, including buccal fat removal, as people become more comfortable with the idea of undergoing elective procedures and seek to enhance their appearance after the prolonged period of social isolation.

Buccal Fat Removal Market Report Highlights

- Female segment held the largest share, primarily due to rise in per capita income of females, awareness regarding looks and appearance
- Cosmetic surgery clinic accounted for the larger share, owing to its cost effectiveness, and availability of specialized treatment solutions.
- North America is expected to grow larger revenue share owing to the growing preference of young population towards aesthetic looks
- The global players include Sagar Patel Aesthetics, SARAH GROUP, Sydney Cosmetic, Dr. Benjamin Caughlin, **Dr. Kimberly Lee**, Saber Plastic Surgery, and VILA FACIAL PLASTIC.

Growth Drivers for the Buccal Fat Removal Market:

1. Growing Aesthetic Concerns: Increasing awareness about facial aesthetics and the desire for a slimmer facial profile are driving the demand for buccal fat removal procedures. With social media platforms amplifying beauty standards, individuals are more inclined towards cosmetic procedures to enhance their facial appearance.

2. Technological Advancements: Continuous advancements in medical technology, such as the introduction of minimally invasive techniques and innovative surgical tools, have made buccal fat removal procedures safer, more effective, and less invasive. These advancements attract both patients and practitioners, contributing to market growth.

3. Rising Disposable Income: Economic prosperity and increasing disposable income levels in developing regions have made cosmetic procedures more accessible to a larger population. As people become financially capable of investing in their appearance, the demand for buccal fat removal procedures is expected to rise, thereby stimulating market growth.

Applications of Buccal Fat Removal:

1. Cosmetic Enhancement: The primary application of buccal fat removal is cosmetic enhancement. It is used to achieve a more contoured facial appearance by reducing the fullness of the cheeks and creating a slimmer, more defined jawline. Many individuals opt for this procedure to achieve a balanced and aesthetically pleasing facial profile.

2. Facial Rejuvenation: Buccal fat removal is also utilized as a component of facial rejuvenation procedures. It helps address signs of aging such as sagging cheeks and loss of facial definition by restoring youthful contours and firmness to the face. This application appeals to individuals seeking to combat the effects of aging and maintain a youthful appearance.

3. Medical Conditions: In certain cases, buccal fat removal may be performed for medical reasons. For example, individuals with congenital conditions or facial asymmetry may undergo the procedure to correct structural abnormalities and improve facial symmetry. Additionally, patients with conditions such as buccal fat pad hypertrophy may benefit from surgical reduction to alleviate discomfort and restore facial harmony.

Polaris Market Research has segmented the buccal fat removal market report based on gender, end use, and region:

Buccal Fat Removal, Gender Outlook (Revenue - USD Million, 2019 - 2032)

- Male
- Female

Buccal Fat Removal, End Use Outlook (Revenue - USD Million, 2019 - 2032)

- Hospitals
- Cosmetic Surgery Clinics

Regional Outlook (Revenue - USD Million, 2019 - 2032)

- North America
- Europe
- Asia Pacific
- Latin America
- Middle East & Africa

https://industrytoday.co.uk/health_and_safety/understanding-the-factorsworth-18120-million-by-2032-drivers-behind-the-64-cagr-in-buccal-fat-removal-market#