

# Platysmaplasty Treatment Market Growth Analysis With Investment Opportunities For 2024-2033

*The Business Research Company's  
Platysmaplasty Treatment Global Market  
Report 2024 – Market Size, Trends, And  
Global Forecast 2024-2033*

LONDON, GREATER LONDON, UK, July 30, 2024 /EINPresswire.com/ -- The platysmaplasty treatment market has experienced robust growth in recent years, expanding from \$1 billion in

2023 to \$1.08 billion in 2024 at a compound annual growth rate (CAGR) of 8.1%. The growth in the historic period can be attributed to aging population demographics, increasing awareness about cosmetic procedures, technological advancements in surgical techniques, a rise in disposable income, and the and the influence of celebrity culture.



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## [Strong Future Growth Anticipated](#)

The platysmaplasty treatment market is projected to continue its strong growth, reaching \$1.47 billion in 2028 at a compound annual growth rate (CAGR) of 8.2%. The growth in the forecast period can be attributed to growing demand for minimally invasive procedures, advancements in non-surgical alternatives, the expansion of medical tourism, regulatory changes affecting safety standards, and shifting societal attitudes towards aging and

appearance.

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Growth Driver Of The Platysmaplasty Treatment Market

The increasing demand for cosmetic procedures is expected to propel the growth of the



platysmaplasty treatment market. Cosmetic procedures encompass a range of surgical and non-surgical interventions to enhance or alter a person's physical appearance for aesthetic purposes. The increasing demand for cosmetic procedures is driven by societal emphasis on appearance, advancements in medical technology, and growing acceptance of aesthetic enhancement to boost self-confidence and improve overall well-being. Platysmaplasty treatment is used in cosmetic procedures to address sagging or aging skin in the neck area, providing patients with a rejuvenated and youthful appearance.

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### Major Players And Market Trends

Key players in the platysmaplasty treatment market include Mayo Clinic, Cleveland Clinic Foundation, Duke Health, Lumenis Ltd., Cutera Inc., Lutronic Corporation, Sinclair Pharma plc, Candela Corporation.

Major companies operating in the platysmaplasty treatment market are focusing on aesthetic nonsurgical procedures such as non-invasive ultrasound parallel beams, to meet the increasing demand for less invasive options while providing effective treatment for platysmaplasty. Non-invasive ultrasound parallel beam technology offers precise and effective treatment for platysmaplasty, meeting patient demands for minimally invasive options with optimal outcomes.

### Segments:

- 1) By Procedure: Surgical Procedure, Non Surgical Procedure
- 2) By Gender: Male, Female
- 3) By End-Use: Cosmetic Surgery Clinics, Hospitals

### Geographical Insights: North America Leading The Market

North America was the largest region in the platysmaplasty treatment market in 2023. The regions covered in the platysmaplasty treatment market report are Asia-Pacific, Western Europe, Eastern Europe, North America, South America, Middle East and Africa.

### Platysmaplasty Treatment Market Definition

Platysmaplasty treatment is a surgical procedure aimed at improving the appearance of the neck by tightening the muscles and reducing excess skin. It specifically targets the platysma muscle, which can become lax over time due to aging or weight loss, leading to the development of neck bands or a turkey-wattle appearance.

Platysmaplasty Treatment Global Market Report 2024 from The Business Research Company covers the following information:

- Market size data for the forecast period: Historical and Future
- Market analysis by region: Asia-Pacific, China, Western Europe, Eastern Europe, North America,

USA, South America, Middle East and Africa.

- Market analysis by countries: Australia, Brazil, China, France, Germany, India, Indonesia, Japan, Russia, South Korea, UK, USA.

Trends, opportunities, strategies and so much more.

The Platysmaplasty Treatment Global Market Report 2024 by The Business Research Company is the most comprehensive report that provides insights on [platysmaplasty treatment market size](#), platysmaplasty treatment market drivers and trends, platysmaplasty treatment market major players, platysmaplasty treatment competitors' revenues, platysmaplasty treatment market positioning, and platysmaplasty treatment market growth across geographies. The platysmaplasty treatment market report helps you gain in-depth insights into opportunities and strategies. Companies can leverage the data in the report and tap into segments with the highest growth potential.

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The Business Research Company has published over 15000+ reports in 27 industries, spanning 60+ geographies. The reports draw on 1,500,000 datasets, extensive secondary research, and exclusive insights from interviews with industry leaders.

### Global Market Model – Market Intelligence Database

The Global Market Model, The Business Research Company's flagship product, is a market intelligence platform covering various macroeconomic indicators and metrics across 60 geographies and 27 industries. The Global Market Model covers multi-layered datasets that help its users assess supply-demand gaps.

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