

NavMDs Study Reveals Which US States Get the Most Botox Injections

Louisiana leads per capita, the South Atlantic performs 30% of America's 9.88 million annual injections, and median session prices range from \$260 to \$600.

SANTA CLARITA, CA, UNITED STATES, August 19, 2026 /EINPresswire.com/ -- NavMDs, a national [medical provider directory](#) covering more than 7,400 aesthetic physicians, today released "Botox Nation," a [state-by-state analysis](#) of Botox usage, provider density, and pricing across the United States.

Key findings:

- Louisiana has the most Botox injectors per capita, with 0.83 listed injectors per 100,000 residents, ahead of New York (0.77) and Washington, DC (0.71).
- The South Atlantic region performs 3.01 million neuromodulator injections a year — 30% of the national total with just 20.5% of the population, injecting at 2.3 times the Midwest's rate.
- The average cost of Botox varies threefold by state. The national median is \$440 per session, but Massachusetts medians reach \$600 while North Carolina sits at \$260.
- National volume has nearly doubled since 2019, growing from 5.04 million to 9.88 million annual injections according to the American Society of Plastic Surgeons, with patients aged 40 to 54 receiving 57% of them.
- Botox still dominates the brand war, appearing on 88% of injector menus versus 14% for Dysport, 3.6% for Xeomin, 1.2% for Jeuveau and 0.5% for Daxxify.

The full analysis — including an interactive state map, a top-10 provider table, and per-state

02 What is the Average Cost of Botox Per State?

Across 743 listed prices on provider menus, the **national median is \$440 per session** — almost exactly ASP's \$435 national average. But geography moves the needle by 3x: **Massachusetts medians hit \$600** and Florida \$550, while North Carolina (\$260) and Wisconsin-to-Indiana territory sit under \$300. Remember these are per-session list prices — actual bills scale with units injected, and a masseter treatment can cost double a glabella touch-up.



Average cost of Botox per state: median session prices range from \$600 in Massachusetts to \$260 in North Carolina; the national median is \$440.

pricing — combines the American Society of Plastic Surgeons' 2024 Procedural Statistics Release with NavMDs' own directory data covering 1,513 listed neuromodulator injectors and 743 published session prices, normalized against US Census Bureau 2024 population estimates.

Read the full study: <https://www.navmds.com/resources/us-state-comparison-of-botox-injection-usage-2026>

About NavMDs

NavMDs (<https://www.navmds.com>) is a medical provider directory that helps patients compare board credentials, verified multi-platform ratings, and real listed prices for aesthetic physicians in all 50 states. Patients can search providers by procedure and location, including [Botox providers near them](#), at <https://www.navmds.com/specialty/best-botox-near-me>

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