BeautyJar

MEDICAL AESTHETICS DIRECTORY

INDUSTRY REPORT · 2027 OUTLOOK

The Expert *Advantage*

How qualified providers stand out in medical aesthetics, and what today's patients look for before they book.

INTRODUCTION

A market coming of *age*

Medical aesthetics is no longer a niche. It is a mainstream part of how millions of people care for themselves, and the industry is growing up accordingly.

The rapid growth of the early 2020s has settled into something steadier. Practices are growing by deepening relationships with the patients they already have, not by chasing every new one. Patients, for their part, have become careful researchers. They compare credentials, read reviews, follow providers online and look for natural results that last.

That shift favors one group above all: qualified, experienced providers who make their expertise visible. This report looks at the data behind that shift, what patients are looking for, and how the best providers are standing out.

> *The opportunity has moved from being found to being chosen.*

Steady growth, *bigger stage*

Spending keeps rising, and the number of practices has grown even faster. More choice for patients means more competition for attention.

$20.5B

U.S. patient spending on non-surgical aesthetics in 2024, up 5% from 2023.

Guidepoint Qsight & Skytale[1]

+9%

Year-over-year growth in U.S. patient spending in Q2 2026, to $7.8 billion, after roughly 4% growth across 2025.

Guidepoint Qsight[2, 3]

10,488

U.S. medical spas in 2023, up from 8,899 a year earlier. Industry estimates point to about 13,000 by the end of 2026.

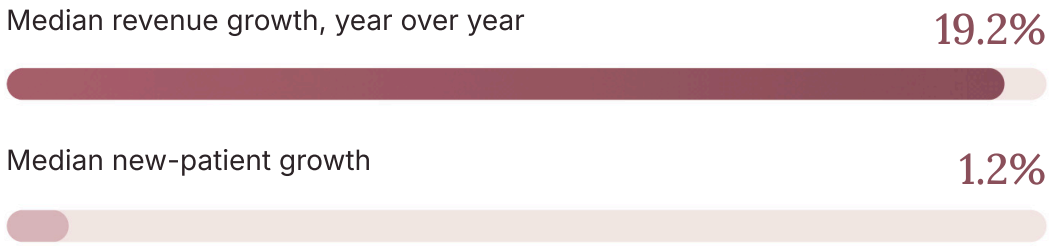
American Med Spa Association[4]

02 · WHERE GROWTH COMES FROM

Growth is built on *relationships*

The fastest-growing practices aren't winning on volume. They're earning more trust, more visits and more loyalty from each patient.

An analysis of more than 100 aesthetics brands found that median revenue grew about sixteen times faster than new-patient counts. The difference came from existing patients returning more often, spending more per visit and joining memberships.[6]



CorralData H1 2026 benchmark of 100+ aesthetics brands, reported by AmSpa[6]

73%

of medical spa patients are repeat patients.

AmSpa 2024 Medical Spa State of the Industry Report[5]

03 · LOYALTY

When patients commit, *everyone wins*

Memberships and consistent rebooking turn a single appointment into an ongoing relationship, and give patients a provider they know and trust.

2.5×

more spent by members than non-members, at the median practice running a program.

CorralData via AmSpa[6]

+35 pts

higher retention for members, with no exceptions among practices that offered a membership.

CorralData via AmSpa[6]

37% → 4%

Cancellation rate falls from 37% on a first rebooked visit to 4% once a patient has rebooked twice or more.

Zenoti 2026 Benchmark Report[7]

Patients do their *homework*

Before booking, today's patients research the provider as carefully as the treatment.

In the American Society for Dermatologic Surgery's 2025 consumer survey, board certification, physician referral and level of licensure ranked as the strongest influences on which provider a consumer chooses.[8]

Credentials matter. So does being easy to find and easy to understand.

70%

of U.S. consumers surveyed are considering a cosmetic procedure.

ASDS 2025[8]

94%

say rate-and-review websites affect their choice of provider.

ASDS 2025[8]

74%

follow the social media of a provider they see or are considering.

ASDS 2025[8]

~1 in 2

say a provider's social media presence affects whether they book.

ASDS 2025[8]

Natural results, *lasting value*

Patients increasingly want to look like themselves, only refreshed, and they're spending where they see real, lasting results.

- Non-invasive treatments make up **80%** of procedures performed by facial plastic surgeons, and patients favor subtle, natural-looking results over dramatic change.[9]
- Spending is shifting toward treatments that patients see as delivering longevity, proven results and a stronger return on investment.[10]
- Safety and side effects are a reason for hesitation for **16%** of consumers, and cost for **24%**. Clear, honest education helps with both.[8]



A wider, more *diverse* patient base

New groups of patients are arriving with new goals, and they are looking for providers with the experience to match.

+24%

increase in cosmetic procedures among patients 66 and older in 2025, the largest gain of any age group.

ASPS 2025 Procedural Statistics[11]

1.6M

cosmetic procedures for U.S. men in 2024, up 4% year over year.

ASPS 2024 Procedural Statistics[12]

82%

of ASPS member surgeons received consultation requests related to GLP-1 weight-loss medications in 2025.

ASPS 2025 Procedural Statistics[11]

These patients are explored in depth in our companion report, *The New Aesthetics Patient*.

07 · THE GLOBAL VIEW

Lessons from *Seoul*

South Korea has become a world capital of skin and aesthetic care, and Americans are traveling there in record numbers.

Korea's model is built on skin health as a lifelong routine, highly specialized clinics, and providers whose expertise is their brand. As U.S. patients experience that standard abroad, they bring the same expectations home.

2.01M

foreign patients treated in Korea in 2025, a record and up 71.9% from 2024.

Korea Ministry of Health and Welfare[13]

62%

of those foreign patients were treated at dermatology clinics.

Korea Ministry of Health and Welfare[13]

173,000

U.S. patients treated in Korea in 2025, a record and up 70.4% in a single year.

Korea Ministry of Health and Welfare[13]

Five ways the best providers *stand out*

01

Show your credentials

Licensure, board certification and training are what patients weigh most. Make them easy to see, not buried on an About page.

02

Tell your story

Patients choose people. Share who you are, how you trained and why you practice, in your own words.

03

Be where patients research

Reviews, social media and trusted directories are where decisions are made. Show up consistently in each.

04

Build the relationship

Memberships, treatment plans and rebooking turn one visit into years of trust and steady growth.

05

Educate generously

Honest guidance on results, safety and cost answers the questions that make patients hesitate.

09 · WHERE BEAUTYJAR FITS

A showcase for *qualified* providers

BeautyJar is a medical aesthetics directory of licensed providers, built to help the right patients find, understand and choose them.

FOR PROVIDERS

- A polished profile page that tells your story in your own words
- Your license confirmed with the issuing board and displayed clearly
- Treatments, philosophy and a direct link to your own booking
- A place alongside other qualified, licensed professionals

FOR PATIENTS

- One trusted place to research providers before booking
- Clear credentials, real people and education to help them decide

SOURCES

Notes & sources

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6. American Med Spa Association, "What Research from 100+ Medspa Brands Reveals About Growth in 2026," citing CorralData's H1 2026 Aesthetics Industry Benchmark.
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9. American Academy of Facial Plastic and Reconstructive Surgery, 2025 Annual Survey.
10. MedEsthetics, "Beauty Spending Shifts to Longevity and Skin Health," citing Guidepoint Qsight data published August 6, 2026.
11. American Society of Plastic Surgeons, 2025 Procedural Statistics Report, as summarized by the American Med Spa Association, September 3, 2026.
12. American Society of Plastic Surgeons, 2024 Procedural Statistics Report.
13. Korea Ministry of Health and Welfare, 2025 foreign patient data, as reported by The Korea Times, April 24, 2026.

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Helping the right patients find the right expert.

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