

What Consumers Really Want

Uncovers the latest consumer motivations, behaviors, and expectations in aesthetics and highlights who today's aesthetics consumers are, how their views on aesthetics are shaped and shifting, and what they expect from a personalized, end-to-end aesthetics experience.

According to qualitative research among consumers aged 20–35, aesthetic interest centers on

emotional well-being, social perception, and peer normalization

rather than visible aging.³

"I think perspectives on aging are changing, because people are trying to embrace that, while the aging process is inevitable, they want to do things proactively to maximize their longevity and their functionality."

Evan Rieder, MD

"Patients are definitely looking for holistic care—for 360 improvements in addition to longevity."

Catherine Chang, MD

53%

of consumers would reduce luxury spending to afford aesthetic treatments.⁸

"The consultation is like any relationship: patients have to trust you. I'm not pressuring them to do anything on their first day of consultation. There's no impetus to do anything. They are really doing it for themselves, and that is where I think trust comes in."

Anthony Rossi, MD

Younger adult consumers say satisfaction with their appearance impacts their mental (62%) and physical (53%) well-being.³

Women aged **36–50**

report that divorce or returning to dating apps triggers aesthetic investment as they rebuild confidence for a new chapter.⁹

"What you're going to start seeing is people talking about the psychosocial benefits of beauty, and that's coming around the corner so fast. I think beauty is going to reside in maximizing the neuroaesthetics system."

Steven Dayan, MD

99%

of perimenopausal women report experiencing at least one skin issue, most commonly dryness, facial wrinkles, or loss of firmness, since entering perimenopause.⁷



Anthony Rossi, MD

Board-Certified Dermatologist at Memorial Sloan Kettering Cancer Center and Founder of Dr Rossi Derm MD, NY



Catherine Chang, MD

Board-Certified Plastic and Reconstructive Surgeon, and Founder of Privé Beverly Hills, CA



Evan Rieder, MD

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Shawna Chrisman, NP

Board-Certified Nurse Practitioner and Founder of Destination Aesthetics Medical Spa, CA



Steven Dayan, MD

Board-Certified Facial Plastic Surgeon and Founder and Director of DeNova Research, IL

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Be a part of a more informed and innovative future in aesthetics.

³ Allergan Aesthetics 2025 Psychology of Aging – Evaluation of Younger and Older Ages (20 – 80 Years): Quantitative Research for U.S.

⁷ Allergan Aesthetics 2025 Perimenopause Skin Concern Quick Quant Report: Consumer Research.

⁸ Allergan Aesthetics 2024 Share of Wallet Assessment – Prioritization of Aesthetic Treatments: Quantitative Research with Consumers.

⁹ Allergan Aesthetics 2025 Generational Female Investment: Consumer Qualitative Research.