



# Guidepoint Qsight **Global Aesthetics Practitioner Tracker Report**

## China Injectables Q4 2023

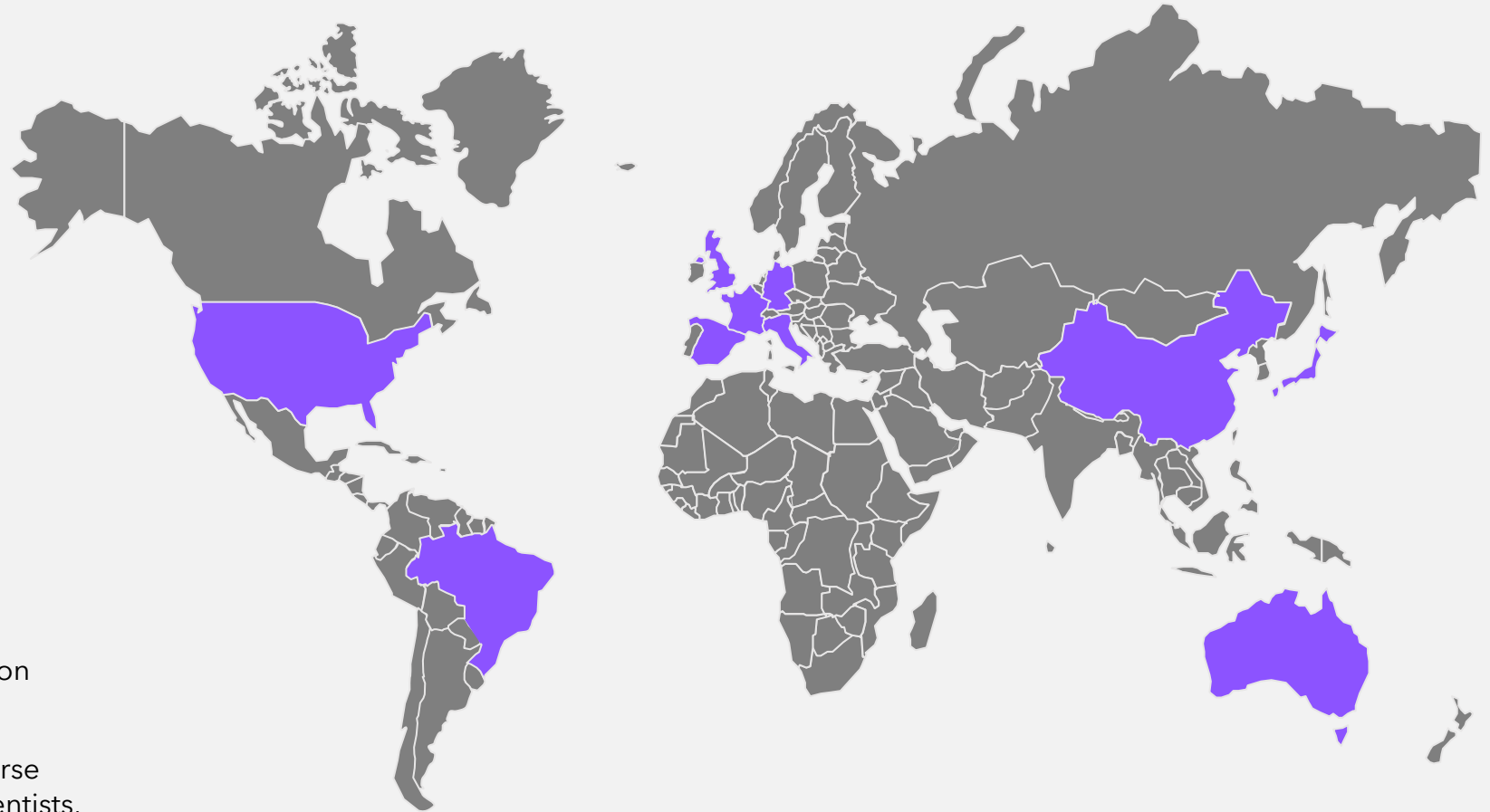
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# Qsight Global Aesthetics Practitioner Tracker

## Geographies covered:

- Australia
- Brazil
- China
- France
- Germany
- Italy
- Japan
- Spain
- UK
- USA



## Respondents:

- Target 50-75 healthcare providers per region
- ~150 healthcare providers for US
- Mix of plastic surgeons, dermatologists, nurse injectors, aesthetic medicine physicians, dentists, aesthetic consultants

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# Methodology Overview

**Objectives:** To provide insight to better understand the emerging global aesthetics market by gathering information regarding utilization, procurement, observed patterns, expectations, and attitudes towards injectable aesthetics products.

**Survey administration:** An online 25-minute survey consisting of multiple choice and open-ended questions administered to a panel of medical aesthetics practitioners.

**Sample:** 60 aesthetics practitioners across China working in the medical aesthetics field.

**Timeline:** Survey responses collected from January 15 - February 1, 2024.

# Executive Summary

Practitioners in China saw growth in their injectables volumes YoY with neurotoxins and dermal fillers being the most important aesthetic treatment for practice revenue. Practitioners attribute this growth to growing patient demand, and improved product offerings.

Practitioners in China focus on product quality and efficacy when evaluating injectable products. Patient demand, cost and product effectiveness are the main drivers mentioned by practitioners who stopped/used less of specific injectable brands and who started or increased usage of a specific injectable brand.

While practitioners experienced growth in Q4, only slightly over 50% of respondents expect that growth to continue into Q1 2024. Respondents are mainly concerned with rising aesthetic product costs, ability to attract new patients and competition from other aesthetic practices. Roughly half of practitioners expect to increase their capex investments, promotional spending and labor costs.



# 1. Past Experience



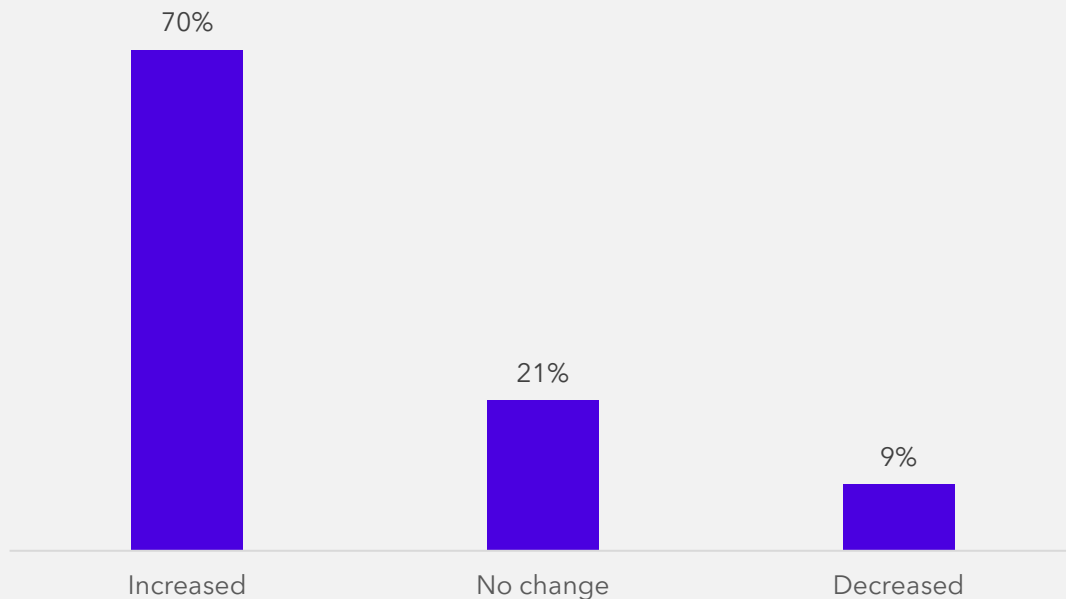
# Key Takeaways – Past Experience

1. The majority of practitioners have seen an increase in dermal filler and neurotoxin usage YoY for Q423.
2. Dermal filler use was driven by affordable prices, better quality, and rising consumer demand.
  - More practitioners started using/injected more Biohyalux compared to other dermal filler products.
  - Practitioners who cited a decrease attributed it to a shift in personal care and prioritizing quality of life over quick fixes.
3. Neurotoxin usage increased due to promotions, positive outcomes, and growing interest, with no practitioners reporting a decrease year over year.
  - More practitioners started using/injected more Vistabel compared to other neurotoxin products.



# Dermal Filler usage increased for 70% of practitioners

Dermal Filler Usage Trends: Q4 2023 vs Q4 2022



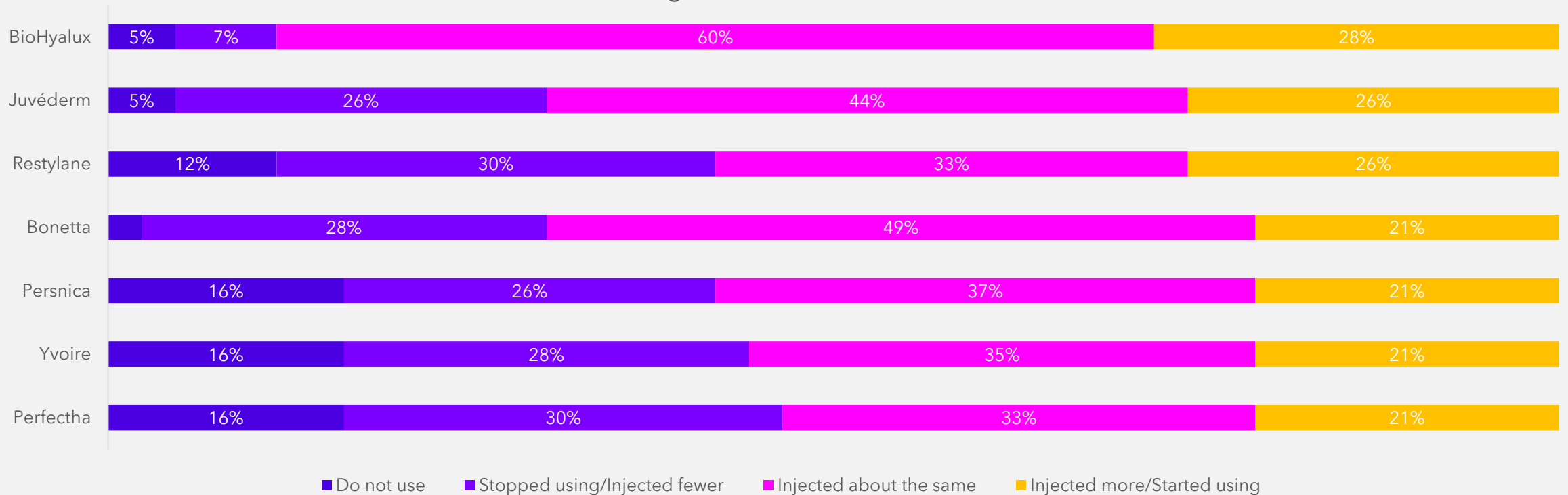
Sample Verbatim Responses	
<b>Increased</b>	<ul style="list-style-type: none"><li>• "The price is lower, the quality is higher, more people are willing to consume, the environment is good, and more professionals are introduced."</li><li>• "The user experience is good, and the advertising and word-of-mouth are in place. The charges are reasonable. Good service and superb surgical skills."</li></ul>
<b>No Change</b>	<ul style="list-style-type: none"><li>• "There is no big change in the client's salary income, it's just a matter of time."</li><li>• "Economic slowdown."</li></ul>
<b>Decreased</b>	<ul style="list-style-type: none"><li>• "Bad habits make the effect worse. Many people do not pay attention to regulating their body after the injection, which leads to counter-effects but blame the hospital."</li><li>• "Customers no longer pursue quick medical beauty but pay more attention to the quality of life. Not smoking, drinking and sleeping are better beauty products. The main reason is that it is difficult to make money after 2000."</li></ul>

Question text: "Did the number of dermal filler injections performed at your facility during the three-month period of October-December 2023 increase, decrease, or stay the same compared to the same three-month period last year October-December 2022?" | (n=43) | China Q4 2023



# Practitioners started using/injected more Biohyalux over other Dermal Fillers such as Restylane and Perfectha

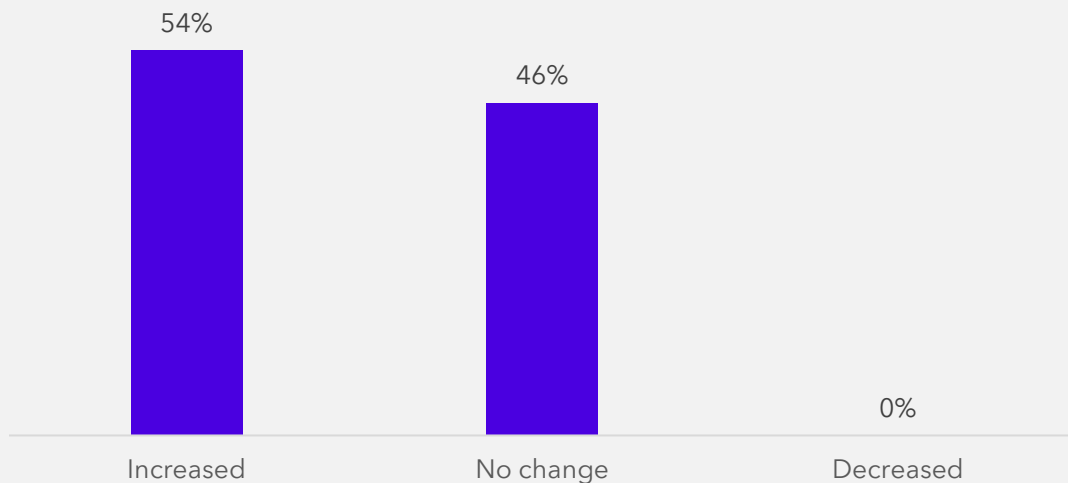
Dermal Filler Usage Trends: Q4 2023 vs. Q3 2023



Question text: "For each of the following dermal filler product lines, please indicate how the injection volume (number of syringes used) at your practice changed, if at all, during the months of October-December 2023. Select the option that best describes any changes by product line in the three-month period of October-December 2023 relative to the three-month period of July-September 2023." | (n=43) | China Q4 2023

# Growth in neurotoxin usage was driven by promotional activity, positive results and increased demand

Neurotoxin Usage Trends: Q4 2023 vs Q4 2022

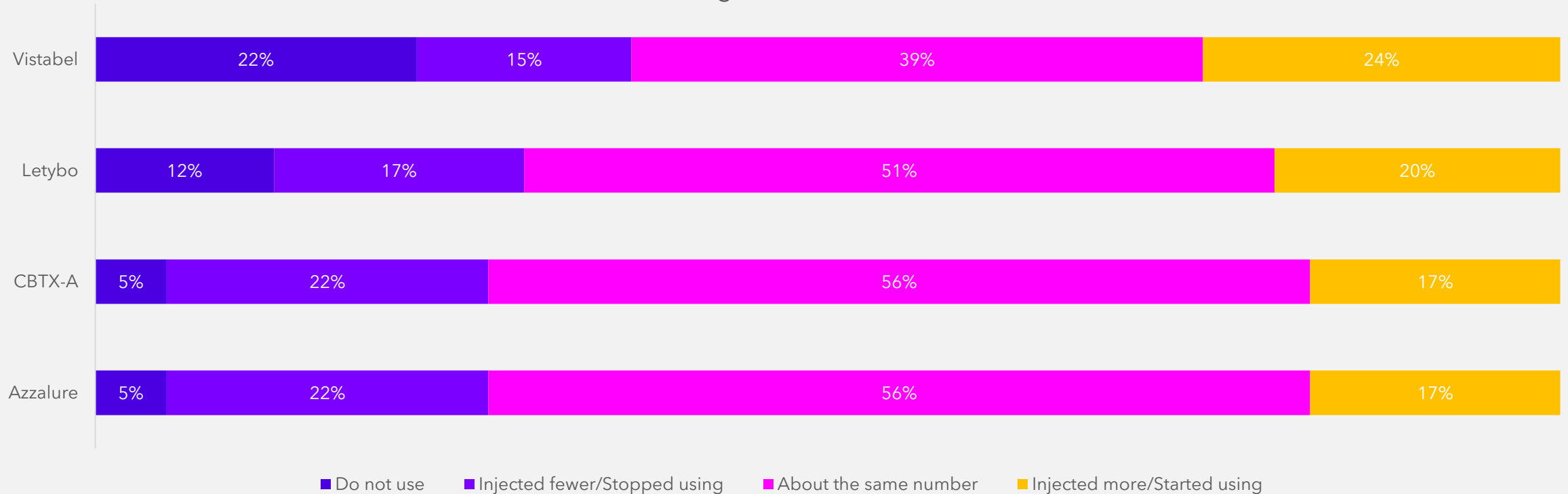


Sample Verbatim Responses	
Increased	<ul style="list-style-type: none"> <li>• "Customer demand has increased, and injection filling has less trauma, significant results, and quick recovery."</li> </ul>
	<ul style="list-style-type: none"> <li>• "There are many promotional activities and relevant discounts."</li> </ul>
	<ul style="list-style-type: none"> <li>• "More and more old customers are recommending new customers."</li> </ul>
No Change	<ul style="list-style-type: none"> <li>• "Customer acceptance is average, and the concept of beauty has changed."</li> </ul>
	<ul style="list-style-type: none"> <li>• "The effect is not up to standard, and the customer recognition is not high.."</li> </ul>
	<ul style="list-style-type: none"> <li>• "There is no change in the customer base."</li> </ul>

Question text: "Did the number of neurotoxin injections performed at your facility during the three-month period of October-December 2023 increase, decrease, or stay the same compared to the same three-month period last year October-December 2022?" | (n=41) | China Q4 2023

# More practitioners started using/injected more Vistabel compared to other neurotoxins

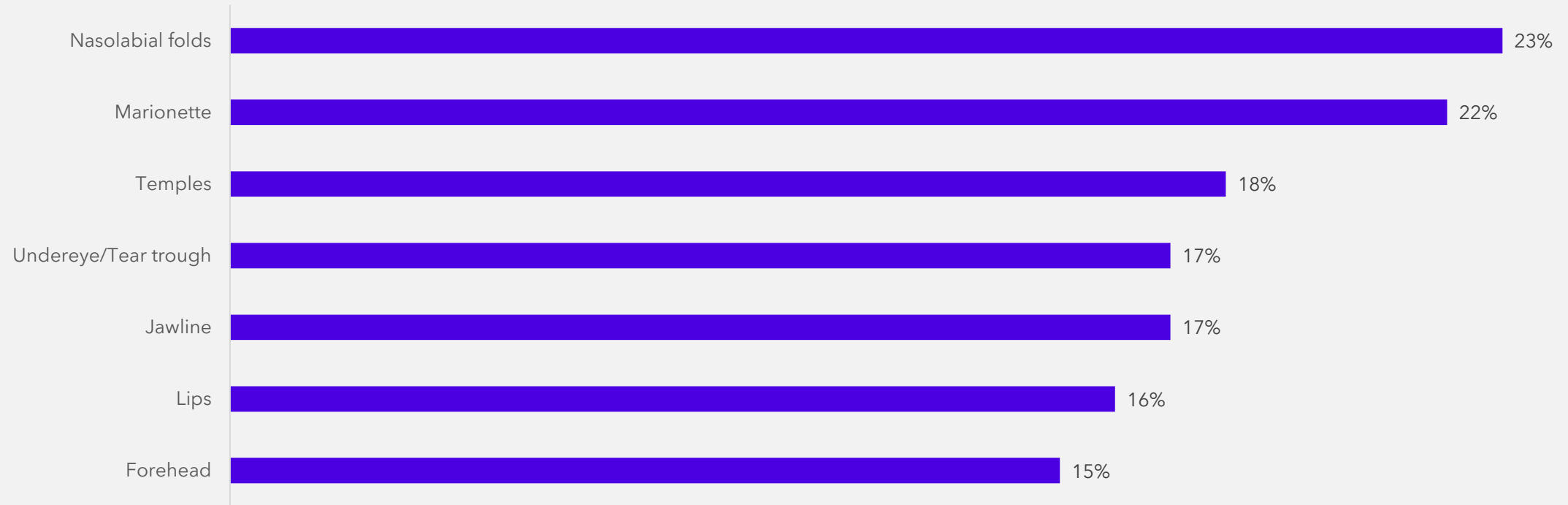
Neurotoxin Usage Trends: Q4 2023 vs. Q3 2023



Question text: "For each of the following neurotoxin product lines, please indicate how the injection volume (number of vials used) at your practice changed, if at all, during the months of October-December 2023. Select the option that best describes any changes by product line in the three-month period of October-December 2023 relative to the three-month period of July-September 2023." | (n=41) | China Q4 2023

# "Nasolabial folds" and "marionette lines" are the most popular treatment areas

Top Treatment Areas



Question text: "Over the three-month period of October-December 2023, what percent of patients treated at your practice received injections in the treatment areas listed below? (Total can sum to more than 100%)" | (n=43) | China Q4 2023

## **2. Product Experience**

# Key Takeaways – Product Experience

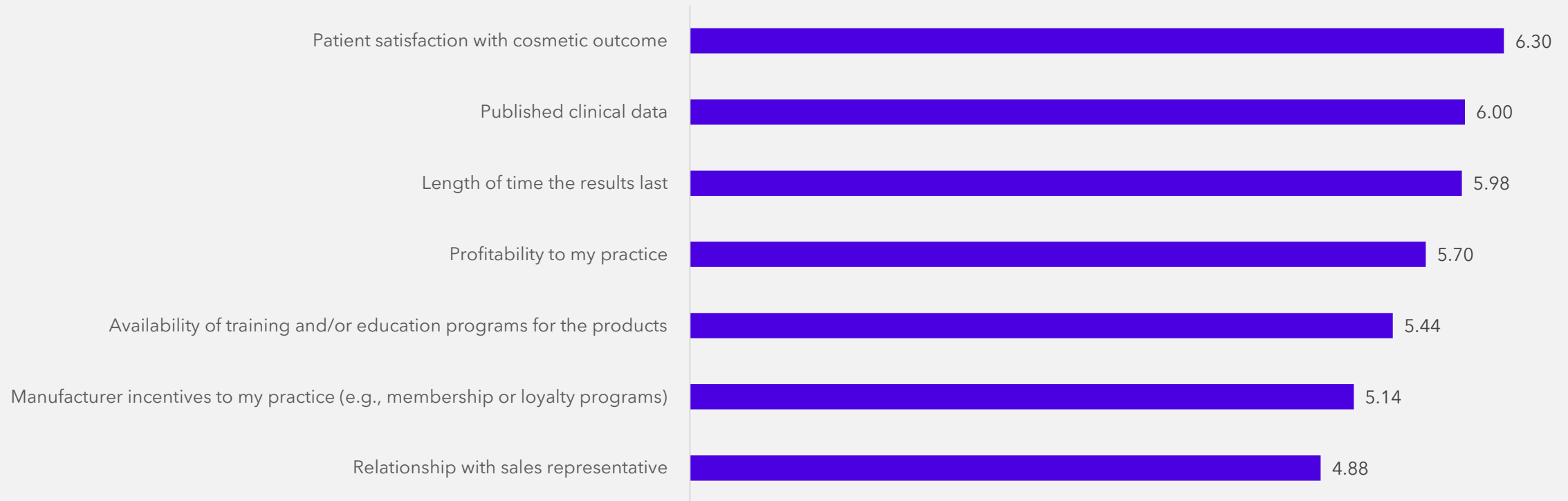
1. Practitioners prioritize product quality and efficacy over practice-oriented benefits (profitability, education programs, etc.), when considering injectables.
  - However, practitioners who offer neurotoxins are less concerned with Rapid onset action compared to other attributes related to product quality and efficacy.
2. For dermal fillers, surveyed practitioners are most satisfied with Biohyalux and Restylane. While Biohyalux leads in patient satisfaction, Restylane is favored for product safety.
3. For neurotoxins, surveyed practitioners are equally satisfied with Azzalure and Vistabel. However, Azzalure outperforms Vistabel in 'length of time results last'.





# Attributes related to product outcome and reliability are the most important to practitioners

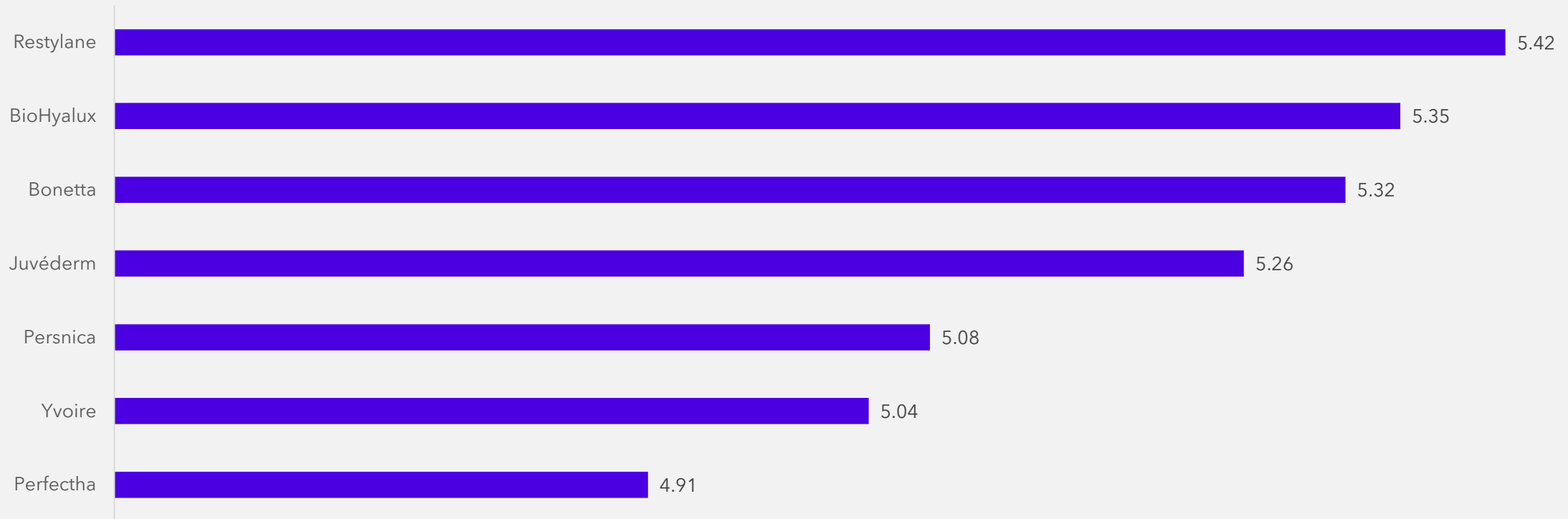
Average Importance Ratings for Dermal Filler Attributes (Ranked 1-7)



Question text: "On a scale of 1-7, please rate how important each of the following attributes are when considering a dermal filler product." | (n=43) | China Q4 2023

# When aggregating satisfaction across all attributes, practitioners are most satisfied with Restylane

Overall Average Satisfaction



Question text: "On a scale of 1-7, please rate how satisfied you are with each of the following attributes for each of the following dermal filler brands." | (n=32-40) | China Q4 2023

# Perfectha is comparable to other dermal fillers for profitability but lags others for all other attributes

Attribute	Restylane	BioHyalux	Bonetta	Juvéderm	Persnica	Yvoire	Perfectha
Relationship with sales representative	5.38	4.93	4.93	4.78	4.64	4.85	4.61
Manufacturer incentives to my practice (e.g., membership or loyalty programs)	5.06	5.18	5.23	5.06	4.70	4.97	4.53
Availability of training and/or education programs for the products	5.38	5.23	5.33	5.08	4.79	4.88	4.67
Profitability to my practice	5.59	5.58	5.45	5.53	5.42	5.32	5.53
Length of time the results last	5.38	5.48	5.45	5.47	5.09	5.03	4.83
Published clinical data	5.69	5.48	5.40	5.42	5.42	5.12	5.19
Patient satisfaction with cosmetic outcome	5.44	5.63	5.48	5.50	5.48	5.12	5.03
Overall Average Satisfaction	5.42	5.35	5.32	5.26	5.08	5.04	4.91

Question text: "On a scale of 1-7, please rate how satisfied you are with each of the following attributes for each of the following dermal filler brands." | (n=32-40) | China Q4 2023

# Practitioners value also neurotoxin attributes related to product outcome most highly, except Rapid onset action

Average Importance Ratings for Neurotoxin Attributes (Ranked 1-7)



Question text: "On a scale of 1-7, please rate how satisfied you are with each of the following attributes for each of the following neurotoxin brands." | (n=38) | China Q4 2023

# When aggregating satisfaction across all attributes, practitioners are most satisfied with Azzalure and Vistable

Overall Average Satisfaction



Question text: "On a scale of 1-7, please rate how satisfied you are with each of the following attributes for each of the following dermal filler brands." | (n=34-39) | China Q4 2023

# Azzalure and Vistabel lead 'Patient satisfaction with cosmetic outcome' by a significant margin

Attribute	Azzalure	Vistabel	Letybo	CBTX-A
Relationship with sales representative	5.43	5.47	5.44	5.31
Manufacturer incentives to my practice (e.g., membership or loyalty programs)	5.41	5.53	5.36	5.15
Availability of training and/or education programs for the products	5.38	5.41	5.42	5.44
Profitability to my practice	5.70	5.59	5.58	5.46
Length of time the results last	5.84	5.53	5.72	5.44
Published clinical data	5.81	5.68	5.39	5.56
Patient satisfaction with cosmetic outcome	6.00	6.00	5.50	5.49
Rapid onset of action (i.e., results within 24 hours)	5.70	5.91	5.64	5.54

Question text: "On a scale of 1-7, please rate how satisfied you are with each of the following attributes for each of the following neurotoxin brands." | (n=34-39)



# **3. Inside the Practice**

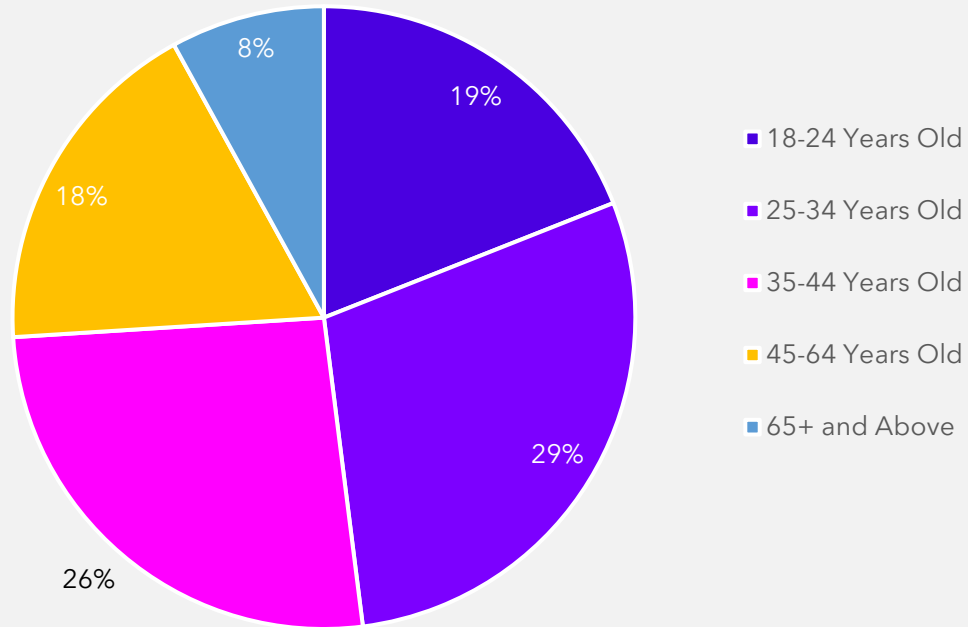
# Key Takeaways - Inside the Practice

1. Neurotoxins contribute the most to practices' annual revenue on average, highlighting their significance in aesthetic treatments. While non-invasive esthetician treatments make a smaller revenue contribution.
2. Practitioners are focused on rising product costs, attracting new patients, and competition from other practices as their top concerns for the upcoming quarter, with COVID-19 being less of a worry.
3. While practitioners are concerned about rising product costs they still anticipate more spend on aesthetic devices and treatments next quarter. To attract new patients and stand out from competitors, they'll increase promotional spending.



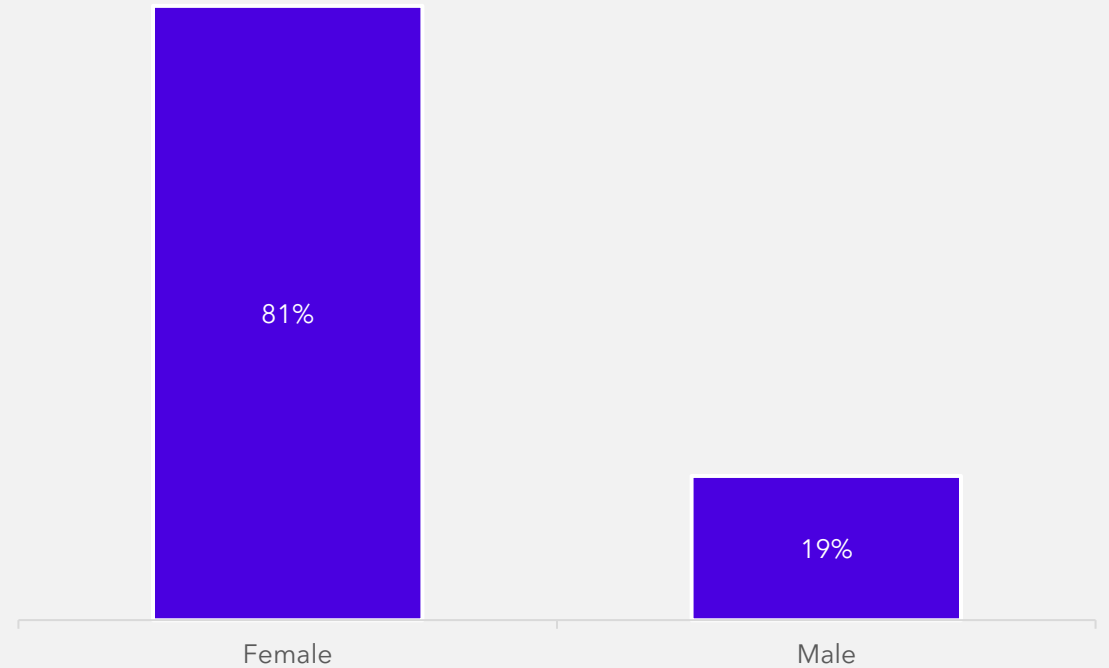
# Patient demographics

Age Demographic Group



Question text: "Please estimate the percentage of patients treated at your practice that fall into each of the following age groups." | (n = 60) | China Q4 2023

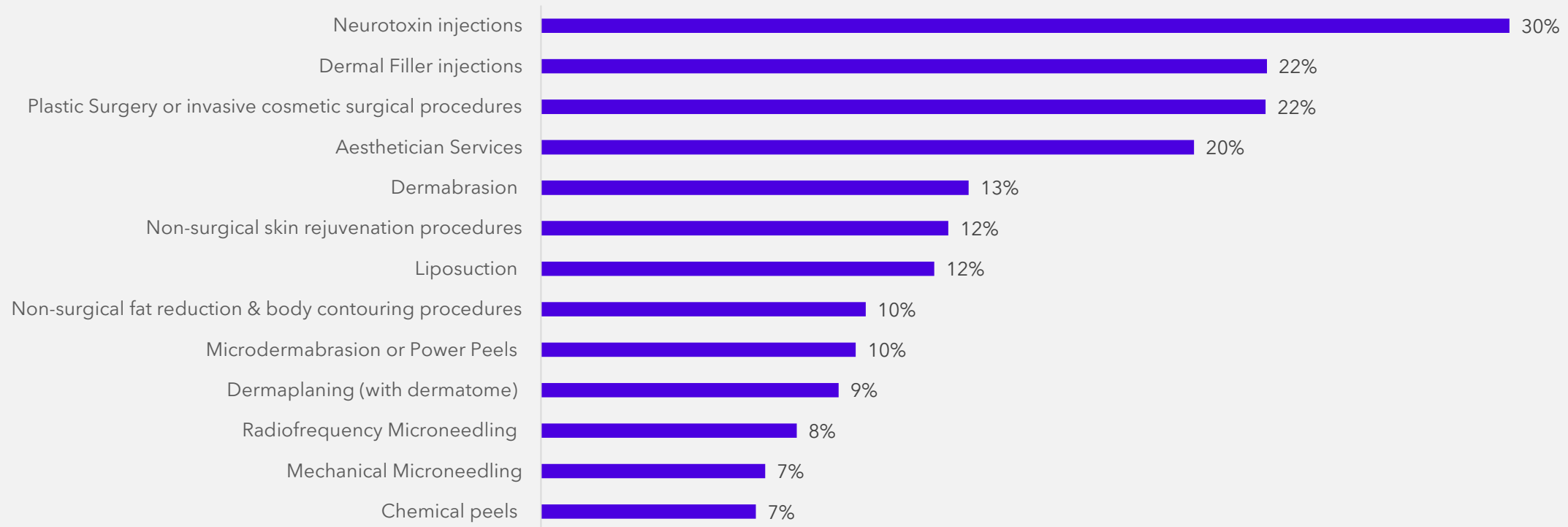
Gender Distribution



Question text: "Please estimate the percentage of patients treated at your practice that are..." | (n = 60) | China Q4 2023

# On average, neurotoxins are the most important aesthetic treatment for practices' annual revenue

Average Percent of Overall Practice Revenue

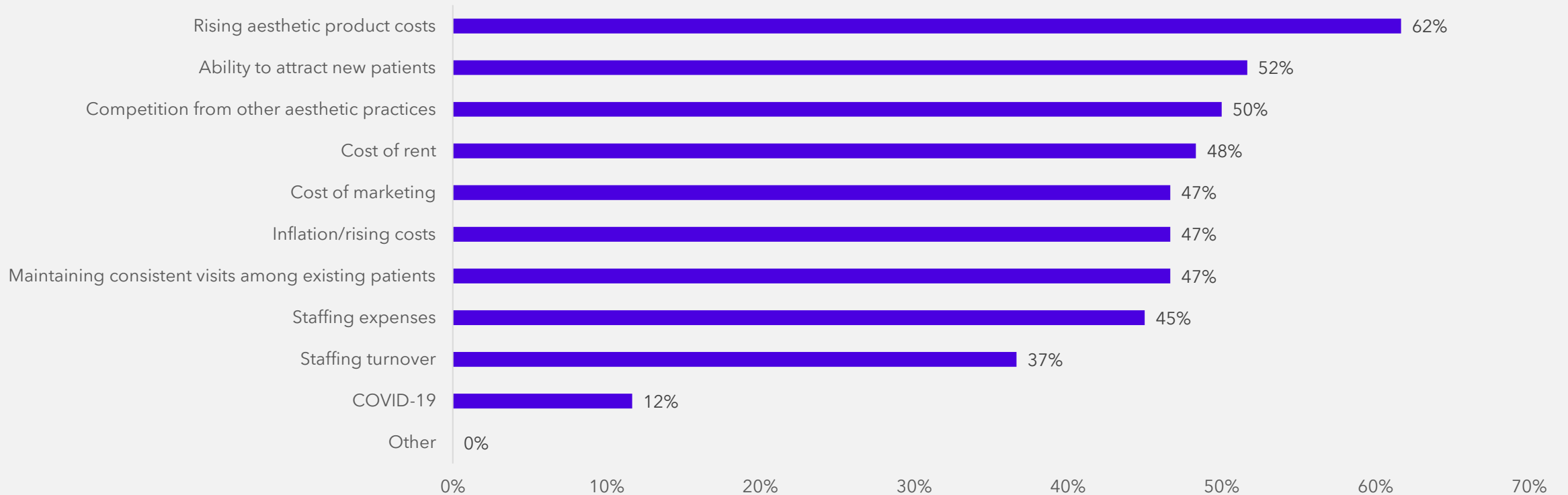


Question text: "You indicated earlier that your practice offers the following treatments. To the best of your knowledge, what percent of your practice's annual revenue comes from each treatment?" | (n=43-12) | China Q4 2023

Note: Average % of Practice Revenue does not include practices that do not offer the listed treatment.

# “Rising aesthetic product costs” is the top concern among practitioners for the upcoming quarter

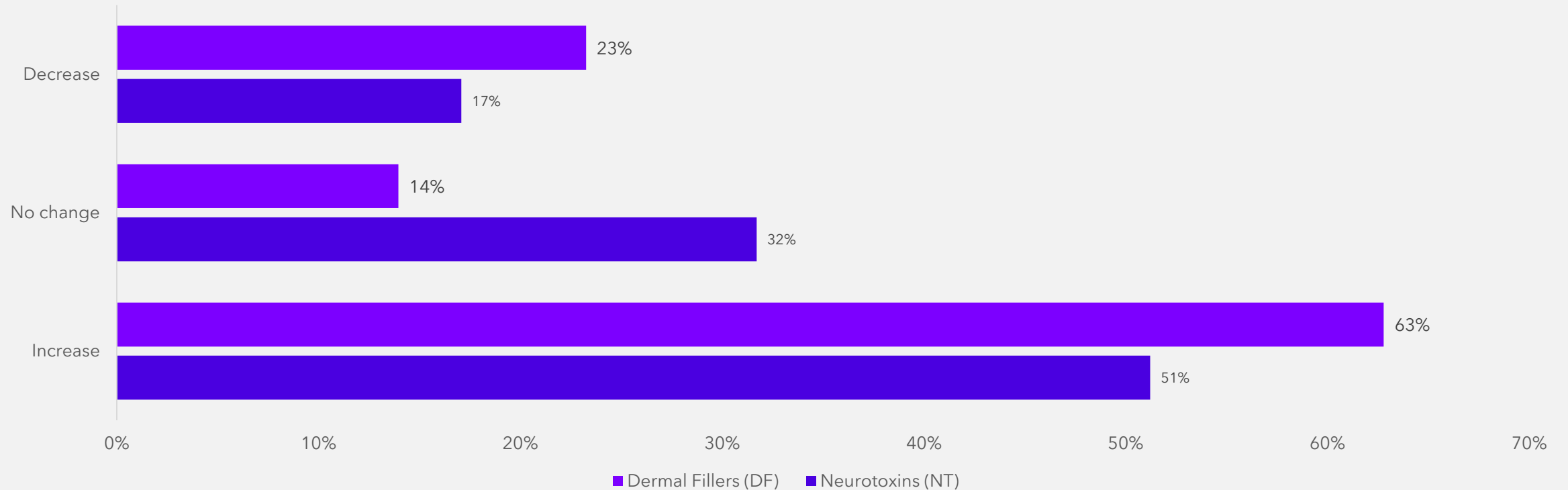
Anticipated Practice Concerns for the upcoming quarter



Question text: “Which of the following, if any, do you consider to be the main concerns for your practice in the three-month period of January-March 2024”? | (n=60) | China Q4 2023

# Practitioners are optimistic about injectable procedure volumes for the upcoming quarter

Expected Change in Procedure Volumes for the upcoming quarter

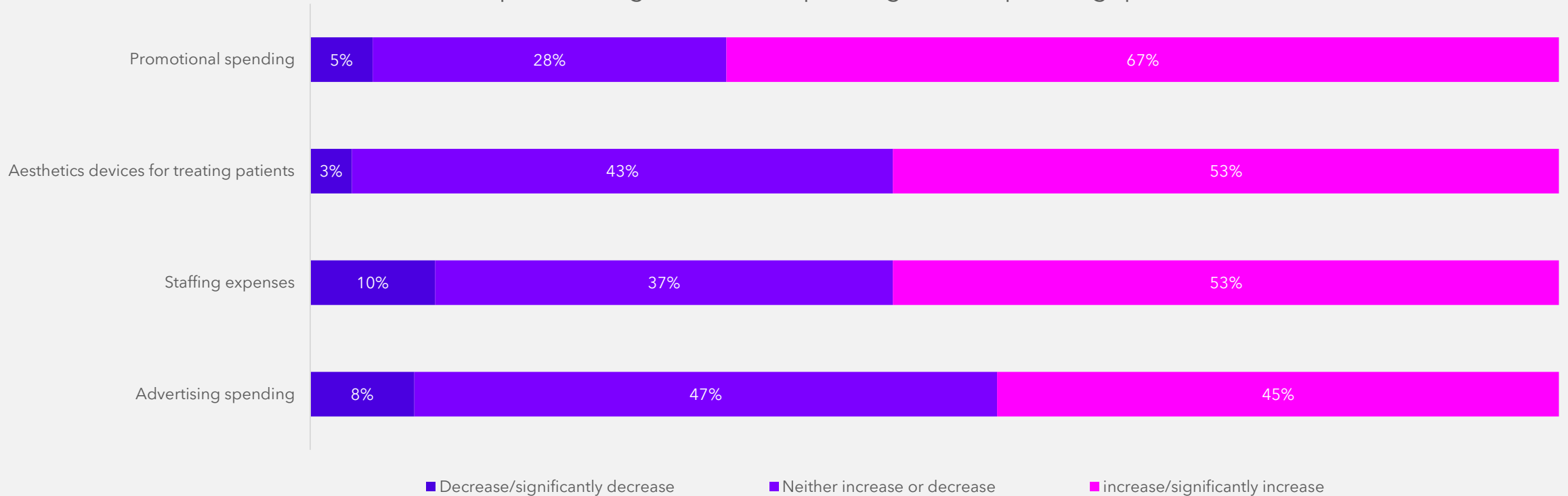


Question text: "How do you expect dermal filler/neurotoxin procedure volumes at your facility to change over the period of January-March 2024 compared with the period of October-December 2023?" | (DF n = 43; NT n = 41) | China Q4 2023



# 2 out of 3 practitioners anticipate that their practice will increase promotional spending over the next quarter

Anticipated change in Practice Spending for the upcoming quarter



Question text: "How do you think spending at your practice on the following items will change over the period of January-March 2024, compared to the same time period last year"? | (n=60) | China Q4 2023

# Anticipated increase in practice spending is mainly due to expected growth

Verbatim Responses - Increase in Practice Spending	
<b>Promotional Spending</b>	<ul style="list-style-type: none"><li>• "Marketing strategies and promotion applications, personnel training must be done well."</li></ul>
	<ul style="list-style-type: none"><li>• "The number of customers has not increased, and the cost of promotion is relatively high. All costs will be adjusted."</li></ul>
<b>Aesthetics Device for Treating Patients</b>	<ul style="list-style-type: none"><li>• "Medical device costs increase."</li></ul>
	<ul style="list-style-type: none"><li>• "Provide higher quality services and equipment."</li></ul>
<b>Staffing Expenses</b>	<ul style="list-style-type: none"><li>• "More patients, more staff."</li><li>• "The size of the store has become larger, and the wages of employees have been higher."</li></ul>
<b>Advertising Spending</b>	<ul style="list-style-type: none"><li>• "Large-scale multi-channel promotion is underway, resulting in increased advertising costs, as well as the introduction of new equipment, resulting in increased costs."</li></ul>
	<ul style="list-style-type: none"><li>• "Nowadays, there is a high turnover of personnel in the medical beauty industry, so if you want to retain employees, you must pay higher labor remuneration, and advertising expenditures on promotions are also essential."</li></ul>

Question text: "Please enter any comments below that may help explain your forecast for the three-month period January to March 2024?" | (n=22) | China Q4 2023

# Thank you

To learn more, contact us at  
[Tracker.support@guidepoint.com](mailto:Tracker.support@guidepoint.com)

# At Qsight, we provide answers through reliable and consistent Aesthetics industry data and analytics



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