

Advancements in Technology and Growing Demand for Non-Invasive Procedures Drive Growth in the Medical Aesthetic Devices

Medical aesthetic devices market was estimated at \$13.52 Bn in 2020 and is expected to hit \$38.91 bn by 2030, registering a CAGR of 10.7% from 2021 to 2030.

Medical aesthetic devices refer to a variety of tools and equipment that are



used in cosmetic treatments to improve a person's appearance. These devices use advanced technology to perform non-invasive or minimally invasive procedures that can improve skin texture, reduce the signs of aging, and enhance overall beauty.

Some common examples of medical aesthetic devices include lasers, ultrasound machines, and radiofrequency devices, among others. These devices can be used to perform a range of treatments, such as skin rejuvenation, body contouring, and hair removal.

Medical aesthetic devices are typically used by licensed healthcare professionals, such as dermatologists or plastic surgeons, who have received specialized training in their use. These professionals can help patients choose the most appropriate treatment for their individual needs and provide personalized care to achieve the desired results.

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Rise in demand for minimally invasive & noninvasive reconstruction surgeries drives the growth of the global medical aesthetic devices market. On the other hand, high costs of treatment, low

reimbursements, and risk of malfunctions associated with implants impede the growth to some extent. However, development of the medical tourism industry, emergence of tourism medical spas, and adoption of aesthetic procedures to enhance physical appearance are anticipated to pave the way for lucrative opportunities in the industry.

Skin Rejuvenation Devices: These devices are used to improve skin texture and reduce the signs of aging, such as wrinkles, fine lines, and age spots. Examples include laser devices, intense pulsed light (IPL) machines, and microneedling devices.

Body Contouring Devices: These devices are used to reshape and contour the body by reducing unwanted fat or tightening loose skin. Examples include radiofrequency devices, ultrasound machines, and cryolipolysis machines (also known as "fat freezing" devices).

Hair Removal Devices: These devices are used to permanently remove unwanted hair from the face and body. Examples include laser devices and intense pulsed light (IPL) machines.

Tattoo Removal Devices: These devices are used to remove unwanted tattoos from the skin. Examples include laser devices.

Skin Analysis Devices: These devices are used to assess the condition of the skin and identify any underlying issues. Examples include skin analyzers and digital cameras that can visualize the skin in high detail.

Overall, medical aesthetic devices are a diverse range of tools that can be used to address a variety of cosmetic concerns and improve the overall appearance of the skin and body.

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The global economic recession, decline in product demand, and temporary closure of most of the beauty centers affected the medical aesthetic devices market, especially during the initial phase of the pandemic.

However, the market is anticipated to recoup really soon.

Technological Advancements: As technology continues to evolve, new and innovative medical aesthetic devices are being developed. These devices offer more advanced features and better results, which can drive demand for the latest equipment.

Increasing Demand for Non-Invasive Procedures: Patients are increasingly seeking non-invasive or minimally invasive cosmetic treatments that have little to no downtime. Medical aesthetic devices that can perform such procedures are in high demand and are expected to continue growing in popularity.

Aging Population: As the global population ages, there is a growing demand for anti-aging treatments to combat the signs of aging, such as wrinkles and sagging skin. Medical aesthetic devices that can address these concerns are expected to experience high demand.

Growing Disposable Income: As disposable income levels rise, more people are able to afford cosmetic treatments. This trend is expected to continue, driving demand for medical aesthetic devices.

Regulatory Environment: The medical aesthetic devices market is highly regulated, with strict guidelines governing the development, manufacturing, and marketing of these devices. Changes to regulations can impact the market by affecting the availability and cost of these devices.

Overall, the medical aesthetic devices market is influenced by a range of factors, including technological advancements, demographic trends, and regulatory changes. Companies that are able to stay ahead of these trends and develop innovative devices that meet market demand are likely to be successful in this industry.

North America dominated in 2020, garnering nearly two-fifths of the global medical aesthetic devices market, owing to increased adoption of medial aesthetics, enhanced technological advancements, and development of novel products by the key players in the province. The market across Asia-Pacific, simultaneously, is expected to cite the fastest CAGR of 11.7% throughout the forecast period. Improvement in R&D facilities, increase in medical tourism, and rise in awareness about medical aesthetics drive the market growth in the region.

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David Correa Allied Analytics LLP +1 800-792-5285 email us here

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