

# Global Energy-Based Aesthetic Devices Market Enters AI-Led Growth Phase, Targeting USD 11.80 Billion by 2031 | Arizton

*Well-Established U.S. Clinic and Medical Spa Networks, Combined with Strong Consumer Demand, Reinforce North America's Market Leadership*

CHICAGO, IL, UNITED STATES, February 19, 2026 /EINPresswire.com/ -- The [global energy-based aesthetic devices market](#) was valued at USD 7.03 billion in 2025 and is projected to reach USD 11.80 billion by 2031, growing at a CAGR of 9.02%. The market is undergoing a structural transformation as consumer preference shifts toward minimally invasive and non-invasive procedures, supported by the rapid expansion of med-spas, rising male aesthetic adoption, and the influence of digital content and social media. Demand is further reinforced by the increasing volume of



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Cutera, Inc. announced a collaboration with professional tennis players during the Australian Open tournament, thereby enhancing its global brand visibility and premium positioning significantly.”

Jacob Turner

hair removal procedures, growing personalization and AI integration, and continuous technological advancements in next-generation energy-based platforms. As clinics prioritize efficiency, precision, and patient experience, innovation is emerging as a key competitive differentiator across global markets.

## Report Summary:

Market Size (2031): USD 11.80 Billion

Market Size (2025): USD 7.03 Billion

CAGR (2025-2031): 9.02%

Historic Year: 2022-2024

Base Year: 2025

Forecast Year: 2026-2031

Market Segmentation: Technology, End-Users, Application, Gender, Age Group, and Geography

Geographic Analysis: North America, Europe, APAC, Latin America, and Middle East & Africa

AI Is Becoming the New Aesthetic Standard - Here's Why It Matters Personalization and AI integration are emerging as high-impact trends in the global energy-based aesthetic devices market. This shift is driven by the growing focus on operational efficiency, workflow automation, treatment precision, and individualized

outcomes, along with the expansion of the GLP-1 aesthetic segment and rising use of predictive treatment simulation. AI is increasingly viewed as a core clinical enabler rather than a supplementary tool, supporting data-driven protocols, real-time performance feedback, and intelligent treatment planning. These capabilities are improving patient safety, consistency, and clinical productivity while strengthening competitive differentiation. As digital intelligence becomes embedded in aesthetic practices, AI-powered personalization is expected to remain a key driver of market demand during the forecast period.

### The Competitive Divide in Aesthetics Is Now Technology-Driven

Technological innovation continues to play an important role in shaping the global energy-based aesthetic devices market. Growing demand for personalized outcomes, minimally invasive procedures, and multi-modality platforms is encouraging manufacturers to develop more advanced and flexible treatment systems. This trend is supported by the need for better operational efficiency, faster treatment processes, and improved patient comfort, along with rising competition and expanding clinical applications. Recent advancements such as multi-application laser platforms, next-generation energy delivery technologies, advanced cooling systems, and accelerated treatment protocols are improving treatment safety, consistency, and overall patient experience. By enabling effective, low-downtime, and comfortable procedures, these innovations are supporting wider adoption and sustained demand across global markets.

### A Structural Shift Toward Minimally Invasive and Non-Invasive Treatments

The global energy-based aesthetic devices market is witnessing a structural shift toward minimally invasive and non-invasive treatments, as patients increasingly prioritize safety, convenience, and faster recovery. In 2024, the aesthetics industry surpassed a major milestone with over 20.5 million non-invasive procedures performed worldwide, highlighting the accelerating preference for low-downtime solutions. This growth is driven by technological advancements, improved clinical precision, rising risk awareness associated with surgery, and the expanding base of time-constrained working professionals. Energy-based technologies such as laser, radiofrequency, and ultrasound enable effective results without hospitalization, anesthesia, or incisions, making them a preferred alternative to surgical interventions. Thus, as demand for safer, quicker, and outcome-focused treatments continues to rise, non-invasive solutions are strengthening patient confidence and driving sustained expansion of the global energy-based aesthetic devices market.



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## North America Dominates with Around 40% Market Share, Led by the U.S. and Canada

North America remains the center of gravity in the global energy-based aesthetic devices market, accounting for nearly 40% of total market share, driven by advanced clinical infrastructure and high adoption of technology-led treatments. This leadership is supported by strong demand for beauty and grooming services, continuous technological innovation, rising health and wellness awareness, busy urban lifestyles, and a growing ageing population. In 2025, the United States and Canada continued to dominate regional demand, with the U.S. benefiting from a dense network of clinics and medical spas and strong consumer preference for non-invasive procedures. According to the American Academy of Dermatology Association, acne affects up to 50 million Americans annually, reinforcing sustained demand for advanced skincare and rejuvenation solutions. Supported by personalization trends and digital integration, technological advancements continue to strengthen North America's leadership in the global energy-based aesthetic devices market.

Access complete data tables and in-depth market insights: <https://www.arizton.com/market-reports/energy-based-aesthetic-devices-market>

Some of the Top Prominent Global Vendors Include:

### Key Vendors

- Bausch Health Companies Inc.
- Cutera, Inc.
- El.En. S.p.A.
- InMode Ltd.
- Sisram Medical Ltd
- Sofwave Medical Ltd.
- Venus Concept Inc.

### Other Prominent Vendors

- AbbVie Inc.
- Aerolase
- Candela Corporation
- Cynosure Lutronic
- Fotona
- Lumenis Be Ltd.
- Merz Pharma
- Sciton, Inc.
- BTL Aesthetics
- Aesthetics Biomedical
- Astanza
- Beijing Sanhe Beauty S & T Co
- Beijing ADSS Development
- Biolitec

- BIOTEC SRL
- BISON Medical
- Bluecore Aesthetic
- Brera Medical Technologies
- Cartessa
- Erchonia Corporation
- ENDYMED
- F Care Systems
- GIGAAMEDICAL
- GSD
- Leaflife Technology
- LINLINE Medical Systems
- Lynton Lasers Ltd
- MEDART APS
- MicroAire
- Meyer-Haake
- SharpLight Technologies Inc.
- Sinclair
- STRATA Skin Sciences
- Thermi
- Wavemed SRL

#### The Energy-Based Aesthetic Devices Market Size, Share, & Trends Analysis Report By

- Technology: Laser-Based, Light-Based, Electromagnetic-Based, Ultrasound, Cryolipolysis, and Others
- End-User: Hospitals & Skin Clinics, Medical Spa & Beauty Clinics, and Others
- Application: Body Contouring & Skin Tightening, Skin Rejuvenation, Hair Removal, Vaginal Rejuvenation, Leg Vein Treatment, and Others
- Gender: Female and Male
- Age Group: Between 34-50 Years, Above 50 Years, and Under 34 years
- Geography: North America, Europe, APAC, Latin America, and Middle East & Africa

#### Discover Connected Market Opportunities:

Global Medical Laser Market - Focused Insights 2024-2029

<https://www.arizton.com/market-reports/medical-laser-market>

Global Non-Surgical Skin Tightening Market - Focused Insights 2024-2029

<https://www.arizton.com/market-reports/non-surgical-skin-tightening-market>

#### What Key Findings Will Our Research Analysis Reveal?

- How big is the global energy-based aesthetic devices market?
- What are the key trends in the global energy-based aesthetic devices market?
- What is the growth rate of the global energy-based aesthetic devices market?
- Who are the major players in the global energy-based aesthetic devices market?

- Which region dominates the global energy-based aesthetic devices market?

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