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Energy-based Aesthetic Devices Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2025 - 2034

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Abstracts

The Global Energy-based Aesthetic Devices Market was valued at USD 5 billion in 2024 and is estimated to grow at a CAGR of 17.9% to reach USD 24.9 billion by 2034 as these medical devices utilize various forms of energy, such as light, ultrasound, and lasers, to address a wide array of cosmetic concerns. Commonly used in dermatology and plastic surgery clinics, these devices help improve skin appearance, combat signs of aging, and treat various conditions. One major factor driving market growth is the rising prevalence of obesity, creating greater demand for body contouring and fat reduction treatments.

Furthermore, the shift in consumer behavior toward treatments that require little to no downtime has made non-invasive options increasingly attractive. Modern lifestyles, where individuals prioritize convenience, safety, and quick recovery, align well with the benefits offered by energy-based aesthetic solutions. The widespread availability of these treatments across dermatology and aesthetic clinics, combined with social media-driven beauty trends, reinforces their appeal. As aesthetic technology becomes more accessible and affordable, consumers opt for preventive care and early interventions rather than traditional surgical options.

The laser-based aesthetic device segment accounted for USD 1.8 billion in 2024. This segment’s dominance is driven by a growing demand for non-invasive treatments, including skin rejuvenation, tattoo removal, and fat reduction. Innovations in laser technology, such as adjustable wavelengths, pulse timing, and enhanced safety mechanisms, are improving the customization and effectiveness of treatments. The increasing focus on self-care and grooming, especially in emerging markets, is also boosting the demand for laser-based aesthetic devices, as more individuals seek

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advanced, effective cosmetic treatments.

In 2024, the female segment generated USD 4.2 billion, demonstrating strong engagement across procedures—from facial rejuvenation and body contouring to skin tightening and pigmentation correction. The rise in self-care routines and the societal emphasis on youthful appearance have encouraged more women to seek regular cosmetic treatments. This trend is further supported by the expanding portfolio of energy-based devices for female aesthetic goals. As innovations continue to make procedures safer, more comfortable, and more effective, the female demographic is expected to remain the dominant force propelling growth in the energy-based aesthetic device market over the coming years.

U.S. Energy-based Aesthetic Devices Market generated USD 1.8 billion in 2024. High disposable income and a strong preference for premium aesthetic treatments among consumers are key drivers of this growth. Additionally, the influence of social media and beauty influencers has played a significant role in shaping consumer preferences toward youthful, rejuvenated skin, which further propels market expansion in the region.

Key players in the Energy-based Aesthetic Devices Market include companies like Bausch Health Companies, Sciton, Cutera, Merz Pharma GmbH & Co, Venus Concept, and Sisram Medical. These companies are committed to advancing their product offerings and maintaining strong market positions. To strengthen their market presence, companies in the energy-based aesthetic devices industry focus on expanding their product portfolios and enhancing their technological capabilities. Many are investing in research and development to introduce innovative features in their devices, improving treatment outcomes and patient satisfaction. Additionally, strategic partnerships, mergers, and acquisitions are being pursued to enhance distribution networks and extend market reach. Companies are also focusing on regional expansion, particularly in emerging markets where demand for aesthetic treatments is increasing.

Companies Mentioned

Apax Partners, Boston Scientific Corporation, Bausch Health Companies, Cutera, Hahn & Company, Merz Pharma GmbH & Co, Sciton, SharpLight Technologies, Sisram Medical, Tria Beauty, Venus Concept, Vitruvian Partners

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