

# **Body Contouring Devices Market Size, Share & Trends Analysis Report By Type (Noninvasive And Minimally Invasive Devices, Invasive Devices), By Application, By Region, And Segment Forecasts, 2022 - 2030**

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## **Abstracts**

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### **Body Contouring Devices Market Growth & Trends**

The global body contouring devices market size is anticipated to reach \$3,857.7 million by 2030, according to a new report by Grand View Research, Inc. The market is expected to expand at a CAGR of 14.3% from 2022 to 2030. Body Contouring is an aesthetic procedure that helps in eliminating unwanted fat, shape and define areas of the body, and can tighten the skin where the treatment is being carried out. Factors like rising demand and acceptance for body contouring procedures, increasing beauty-conscious consumer pool, and advancement in minimally invasive body contouring treatments that is safe, effective, and offer lower complication risks are expected to propel market growth.

According to the American Society of Plastic Surgeons, 15.7 million cosmetic minimally-invasive procedures were performed in 2019, out of which 386,557 were non-invasive fat reduction procedures. This can be attributed to the rapidly increasing desire among the youth population to look flawless. Moreover, growing social media influence through promotions and beauty campaigns has led to an increase in the demand for body contouring treatments.

Invasive body contouring treatments like Liposuction were among the top five cosmetic surgical procedures being carried out in the U.S in 2020. Liposuction is a great

alternative for reducing larger deposits of excess fat (5 liters of fat from this procedure), and it also provides dramatic and long-lasting results. Technological advancement and an extensive range of devices in the body contouring market that offers high patient satisfaction and visible results are expected to boost the market growth.

In the light of COVID-19, the market was hampered as the footfall of patient appointments for surgical treatments was temporarily suspended. However since the government in many countries has allowed resuming elective surgical procedures, clinics have also resumed aesthetic procedures by adhering to strict Covid-19 protocols. Moreover, many aesthetic professionals believe that there will be a surge in demand for beauty and aesthetic treatment post-Covid-19 crisis and this is expected to propel market growth

### Body Contouring Devices Market Report Highlights

The segment of non-invasive body contouring treatments dominated the market in 2020, as it provides instant results, causes little to no pain, has a low recovery period, and has a high patient satisfaction

The other segment of end used reciprocated the largest share in 2020. As factors like the increasing prevalence of obesity and high aesthetic consciousness are leading to an increased demand for fat reduction procedures

North America dominated the global market in 2020, owing to high personal disposable income, high expenditure on healthcare, a large pool of certified professionals, an increased prevalence of obesity among the population, strong aesthetic infrastructure

Asia Pacific is expected to reciprocate the highest CAGR over the forecast period due to the rising prevalence of obesity and the presence of key players

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