

Hyperpigmentation Treatment Market Size, Share & Trends Analysis Report By Indication (Age Spots, Melasma), By Treatment (Chemical Peel, Energy-based, Microdermabrasion), By Skin Tone, By End-use, By Region, And Segment Forecasts, 2024 - 2030

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Abstracts

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Hyperpigmentation Treatment Market Growth & Trends

The global hyperpigmentation treatment market size is expected to reach USD 2.02 billion by 2030, expanding at a CAGR of 6.4% from 2024 to 2030, based on a new report by Grand View Research, Inc. The increasing awareness about skin health and the rising demand for aesthetic improvements are key drivers. Technological advancements in non-invasive treatments, such as laser therapy, chemical peels, and micro needling, have made hyperpigmentation treatments more effective and accessible. Additionally, the growing influence of social media and beauty influencers has heightened consumer awareness and desire for immaculate skin, encouraging more people to seek professional treatments. The expansion of dermatology clinics and aesthetic centers offering specialized services further supports this market growth, as more consumers are willing to invest in maintaining a youthful and radiant complexion.

Moreover, rapid advancement in aesthetic treatment technologies, innovations in laser therapy, chemical peels, microneedling, and other non-invasive procedures have significantly improved the effectiveness and safety of hyperpigmentation treatments. For instance, technologies like intense pulsed light (IPL) and fractional laser treatments offer targeted solutions with minimal downtime, attracting a broad range of consumers. Developing advanced topical treatments, such as brightening serums and creams

infused with potent active ingredients, also provides non-invasive options for managing hyperpigmentation, catering to consumers' diverse preferences.

In addition, rising disposable incomes and changing lifestyle patterns contribute to the market's expansion. As more consumers gain the financial capability to invest in aesthetic procedures, the demand for hyperpigmentation treatments continues to rise. The trend is particularly evident in emerging markets, where an increasing focus accompanies economic growth on personal grooming and skincare. Additionally, cultural factors that emphasize the importance of clear and even-toned skin further fuel the demand for hyperpigmentation treatments in these regions.

Hyperpigmentation Treatment Market Report Highlights

The age spots segment accounted for a revenue share of 36.56% in 2023. This growth is due to increasing awareness about skincare and the high impact of social media on beauty standards. Additionally, the rise in the geriatric population and the surge in demand for non-invasive and minimally invasive aesthetic treatments have also contributed to the segment's growth in the market.

The energy-based therapy segment dominated the market and held the largest revenue share of over 68.30% in 2023 due to its high efficacy and popularity among consumers. Energy-based therapies, such as laser and intense pulsed light (IPL) treatments, are widely used to address hyperpigmentation concerns, including age spots, melasma, and post-inflammatory hyperpigmentation.

The Fitzpatrick skin type III & IV segment dominated the market and held the largest revenue share of over 39.6% in 2023 as these skin types are more prone to hyperpigmentation due to their genetic predisposition and environmental factors. As a result, there is a higher demand for hyperpigmentation treatments among individuals with these skin types, leading to a larger revenue share in the market.

The dermatology clinics segment dominated the market and held the largest revenue share of over 49.4% in 2023 due to the increasing incidence of pigmentation disorders, the availability of advanced healthcare infrastructure, and the presence of major industry players offering effective treatment options for hyperpigmentation disorders. Additionally, the growing awareness about skin rejuvenation, upgraded lifestyle, and higher disposable income in various

regions have contributed to the dominance of dermatology clinics in the market.

In 2023, North America led the market share due to the high prevalence of pigmentation disorders, increased skin health awareness, well-established healthcare infrastructure, and major market players offering advanced pigmentation disorder treatments. However, Asia-Pacific is expected to register the fastest growth with a CAGR of 8.3% over the forecast period. The growth is attributed to increasing footfall in Southeast Asian countries pertinent to medical & aesthetic treatments.

Market players are implementing various strategic initiatives to enhance product reach and availability across different geographic regions.

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