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Thailand Energy Based Aesthetic Devices Market Size, Share & Trends Analysis Report By Product (RF, HIFU, Picosecond (PICO) Laser Devices), By End Use (Medspa, Dermatology Centers, Hospital/Surgery Centre), And Segment Forecasts, 2026 - 2033

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Abstracts

The Thailand energy based aesthetic devices market size was estimated at USD 74.2 million in 2025 and is projected to reach USD 163.6 million by 2033, growing at a CAGR of 10.5% from 2026 to 2033. This growth can be attributed to the increasing demand for non-invasive and minimally invasive aesthetic procedures, particularly treatments utilizing radiofrequency (RF), high-intensity focused ultrasound (HIFU), and laser technologies for skin tightening, rejuvenation, and body contouring. Thailand's rapidly expanding medical tourism sector, supported by well-established aesthetic clinics and dermatology centers, continues to attract international patients seeking high-quality yet cost-effective cosmetic treatments. In addition, rising aesthetic awareness among younger populations, growing disposable incomes, and the availability of advanced energy-based technologies are driving market adoption.

Thailand's beauty culture is deeply ingrained and evolving rapidly among younger generations. A growing number of consumers are investing in non-invasive aesthetic treatments using energy-based technologies, including radiofrequency (RF), high-intensity focused ultrasound (HIFU), and laser-based skin rejuvenation. This reflects a broader acceptance of self-care and appearance enhancement across the country. Domestic demand continues to rise as more Thai consumers view aesthetic procedures as a routine part of wellness and lifestyle choices, particularly treatments that provide visible results with minimal downtime.

Clinic expansion is also transforming the market landscape. Thailand now hosts

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thousands of aesthetic clinics nationwide, particularly concentrated in Bangkok and other major urban centers. Local clinic chains and independent providers are opening new treatment centers equipped with modern energy-based devices, while also integrating digital consultation platforms and technology-enabled treatment planning. This expanding clinical infrastructure is further supporting the adoption of energy-based aesthetic technologies across the domestic market.

Aesthetic brands are scaling up infrastructure and local partnerships to support these trends. For instance, Merz Aesthetics Thailand has set a target for themselves to achieve 3 billion baht in revenue by 2028, fueled by clinic collaborations, training programs, and the introduction of advanced fillers and devices geared toward skin quality improvement. Such initiatives strengthen clinician access to premium aesthetic technologies, further boosting domestic uptake of device-based treatments.

Some of the key indicators supporting this growth of energy-based aesthetic treatments in Thailand include:

100,000+ aesthetic procedures are performed annually in Thailand (International Society of Aesthetic Plastic Surgery)

Approximately 2-3 million international medical tourists come to the country, seeking cosmetic and dermatology treatments (Thailand Ministry of Public Health)

Thousands of aesthetic clinics nationwide, among which, several are particularly concentrated in Bangkok and major urban centers. (International Trade Adminstration).

According to DataReportal, Thailand has over 85% of social media penetration, which ultimately increases consumer awareness and influences treatment decisions as well.

The figure illustrates the typical decision-making journey of consumers in Thailand as they adopt energy-based aesthetic treatments. The process begins with awareness, where individuals learn about aesthetic technologies such as radiofrequency (RF), high-intensity focused ultrasound (HIFU), and laser-based treatments through social media platforms, online research, and digital marketing campaigns by clinics. As awareness grows, consumers enter the consideration stage, where they evaluate available

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treatment options by consulting dermatologists or aesthetic practitioners, comparing technologies, and reviewing treatment outcomes. The final stage is adoption, where consumers proceed with energy-based procedures offered by clinics. This structured pathway highlights how increasing awareness, informed decision-making, and expanding clinic accessibility are driving the growing demand for energy-based aesthetic devices across Thailand.

Thailand Energy Based Aesthetic Devices Market Report Segmentation

This report forecasts revenue growth at country levels and provides an analysis of the latest industry trends and opportunities in each of the sub-segments from 2021 to 2033. For this study, Grand View Research has segmented the Thailand energy based aesthetic devices market report on the basis of product and end use:

Product Outlook (Revenue, USD Million, 2021 - 2033)

Radiofrequency (RF)-Based Devices

High-Intensity Focused Ultrasound (HIFU) Devices

Picosecond (PICO) Laser Devices

End Use (Revenue, USD Million, 2021 - 2033)

Hospital/Surgery Centre

Medspa

Dermatology Centers

Others

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