

# 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

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 Administration).

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

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

**This report can be delivered to the clients within 3 Business Days**

## Contents

### **CHAPTER 1. METHODOLOGY AND SCOPE**

- 1.1. Market Segmentation and Scope
- 1.2. Segment Definitions
  - 1.2.1. Product
  - 1.2.2. End-use
  - 1.2.3. Estimates and forecasts timeline
- 1.3. Research Methodology
- 1.4. Information Procurement
  - 1.4.1. Purchased database
  - 1.4.2. GVR's internal database
  - 1.4.3. Secondary sources
  - 1.4.4. Primary research
  - 1.4.5. Details of primary research
- 1.5. Information or Data Analysis
  - 1.5.1. Data analysis models
- 1.6. Market Formulation & Validation
- 1.7. Model Details
  - 1.7.1. Commodity flow analysis (Model 1)
  - 1.7.2. Approach 1: Commodity flow approach
  - 1.7.3. Volume price analysis (Model 2)
  - 1.7.4. Approach 2: Volume price analysis
- 1.8. List of Secondary Sources
- 1.9. List of Primary Sources
- 1.10. Objectives

### **CHAPTER 2. EXECUTIVE SUMMARY**

- 2.1. Market Outlook
- 2.2. Segment Outlook
  - 2.2.1. Product outlook
  - 2.2.2. End Use outlook
- 2.3. Competitive Insights

### **CHAPTER 3. THAILAND ENERGY BASED AESTHETIC DEVICES MARKET VARIABLES, TRENDS & SCOPE**

- 3.1. Market Lineage Outlook
  - 3.1.1. Parent Market Outlook
  - 3.1.2. Related/ancillary market outlook
- 3.2. Market Dynamics
  - 3.2.1. Market Driver Analysis
  - 3.2.2. Market Restraint Analysis
- 3.3. Thailand Energy Based Aesthetic Devices Market Analysis Tools
  - 3.3.1. Industry Analysis - Porter's
    - 3.3.1.1. Bargaining power of suppliers
    - 3.3.1.2. Bargaining power of buyers
    - 3.3.1.3. Threat of substitutes
    - 3.3.1.4. Threat of new entrants
    - 3.3.1.5. Competitive rivalry
  - 3.3.2. PESTEL Analysis
    - 3.3.2.1. Political landscape
    - 3.3.2.2. Economic landscape
    - 3.3.2.3. Social landscape
    - 3.3.2.4. Technological landscape
    - 3.3.2.5. Environmental landscape
    - 3.3.2.6. Legal landscape

## **CHAPTER 4. THAILAND ENERGY BASED AESTHETIC DEVICES MARKET: PRODUCT ESTIMATES & TREND ANALYSIS**

- 4.1. Segment Dashboard
- 4.2. Thailand Energy Based Aesthetic Devices Market: Product Movement Analysis
- 4.3. Thailand Energy Based Aesthetic Devices Market by Product Outlook (USD Million)
- 4.4. Market Size & Forecasts and Trend Analyses, 2021 to 2033 for the following
- 4.5. Radiofrequency (RF)-Based Devices
  - 4.5.1. Radiofrequency (RF)-Based Devices Market Revenue Estimates and Forecasts, 2021 - 2033 (USD Million)
- 4.6. High-Intensity Focused Ultrasound (HIFU) Devices
  - 4.6.1. High-Intensity Focused Ultrasound (HIFU) Devices Market Revenue Estimates and Forecasts, 2021 - 2033 (USD Million)
- 4.7. Picosecond (PICO) Laser Devices
  - 4.7.1. Picosecond (PICO) Laser Devices Market Revenue Estimates and Forecasts, 2021 - 2033 (USD Million)

## **CHAPTER 5. THAILAND ENERGY BASED AESTHETIC DEVICES MARKET: END**

## USE ESTIMATES & TREND ANALYSIS

### 5.1. Segment Dashboard

### 5.2. Thailand Energy Based Aesthetic Devices Market: End Use Movement Analysis

### 5.3. Thailand Energy Based Aesthetic Devices Market by End Use Outlook (USD Million)

### 5.4. Market Size & Forecasts and Trend Analyses, 2021 to 2033 for the following

### 5.5. Hospital/Surgery Centre

#### 5.5.1. Hospital/Surgery Centre Market Revenue Estimates and Forecasts, 2021 - 2033 (USD Million)

### 5.6. Medspa

#### 5.6.1. Medspa Market Revenue Estimates and Forecasts, 2021 - 2033 (USD Million)

### 5.7. Dermatology Centers

#### 5.7.1. Dermatology Centers Market Revenue Estimates and Forecasts, 2021 - 2033 (USD Million)

### 5.8. Others

#### 5.8.1. Others Market Revenue Estimates and Forecasts, 2021 - 2033 (USD Million)

## CHAPTER 6. COMPETITIVE LANDSCAPE

### 6.1. Market Participant Categorization

### 6.2. Key Company Profiles

#### 6.2.1. Candela Corporation

##### 6.2.1.1. Company overview

##### 6.2.1.2. Financial performance

##### 6.2.1.3. Product benchmarking

##### 6.2.1.4. Strategic initiatives

#### 6.2.2. Sisram Medical (Alma Lasers)

##### 6.2.2.1. Company overview

##### 6.2.2.2. Financial performance

##### 6.2.2.3. Product benchmarking

##### 6.2.2.4. Strategic initiatives

#### 6.2.3. Solta Medical

##### 6.2.3.1. Company overview

##### 6.2.3.2. Financial performance

##### 6.2.3.3. Product benchmarking

##### 6.2.3.4. Strategic initiatives

#### 6.2.4. Cynosure Lutronic

##### 6.2.4.1. Company overview

- 6.2.4.2. Financial performance
- 6.2.4.3. Product benchmarking
- 6.2.4.4. Strategic initiatives
- 6.2.5. Quanta System S.p.A.
  - 6.2.5.1. Company overview
  - 6.2.5.2. Financial performance
  - 6.2.5.3. Product benchmarking
  - 6.2.5.4. Strategic initiatives
- 6.2.6. WON TECH Co., Ltd.
  - 6.2.6.1. Company overview
  - 6.2.6.2. Financial performance
  - 6.2.6.3. Product benchmarking
  - 6.2.6.4. Strategic initiatives
- 6.2.7. Fotona
  - 6.2.7.1. Company overview
  - 6.2.7.2. Financial performance
  - 6.2.7.3. Product benchmarking
  - 6.2.7.4. Strategic initiatives
- 6.2.8. Sinclair
  - 6.2.8.1. Company overview
  - 6.2.8.2. Financial performance
  - 6.2.8.3. Product benchmarking
  - 6.2.8.4. Strategic initiatives
- 6.2.9. El.En. S.p.A
  - 6.2.9.1. Company overview
  - 6.2.9.2. Financial performance
  - 6.2.9.3. Product benchmarking
  - 6.2.9.4. Strategic initiatives
- 6.2.10. Cutera
  - 6.2.10.1. Company overview
  - 6.2.10.2. Financial performance
  - 6.2.10.3. Product benchmarking
  - 6.2.10.4. Strategic initiatives
- 6.2.11. Classys
  - 6.2.11.1. Company overview
  - 6.2.11.2. Financial performance
  - 6.2.11.3. Product benchmarking
  - 6.2.11.4. Strategic initiatives
- 6.2.12. Tentech

- 6.2.12.1. Company overview
- 6.2.12.2. Financial performance
- 6.2.12.3. Product benchmarking
- 6.2.12.4. Strategic initiatives

## List Of Tables

### LIST OF TABLES

Table 1. List of secondary sources

Table 2. List of abbreviations

Table 3. Thailand Energy Based Aesthetic Devices Market, by Product, 2021 - 2033  
(USD Million)

Table 4. Thailand Energy Based Aesthetic Devices Market, by End-use, 2021 - 2033  
(USD Million)

## List Of Figures

### LIST OF FIGURES

- Fig. 1 Information Procurement
- Fig. 2 Primary Research Pattern
- Fig. 3 Market Research Approaches
- Fig. 4 Value Chain-Based Sizing & Forecasting
- Fig. 5 Market Formulation & Validation
- Fig. 6 Thailand Energy Based Aesthetic Devices Market segmentation
- Fig. 7 Market driver analysis (Current & future impact)
- Fig. 8 Market restraint analysis (Current & future impact)
- Fig. 9 SWOT Analysis, By Factor (Political & Legal, Economic, and Technological)
- Fig. 10 Porter's Five Forces Analysis
- Fig. 11 Thailand energy based aesthetic devices market, product outlook key takeaways (USD Million)
- Fig. 12 Thailand energy based aesthetic devices market: product movement analysis 2024 & 2033 (USD Million)
- Fig. 13 Radiofrequency (RF)-Based Devices market revenue estimates and forecasts, 2021 - 2033 (USD Million)
- Fig. 14 High-Intensity Focused Ultrasound (HIFU) Devices revenue estimates and forecasts, 2021 - 2033 (USD Million)
- Fig. 15 Picosecond (PICO) Laser Devices market revenue estimates and forecasts, 2021 - 2033 (USD Million)
- Fig. 16 Thailand energy based aesthetic devices Market, End Use outlook key takeaways (USD Million)
- Fig. 17 Thailand energy based aesthetic devices market: End Use movement analysis 2024 & 2033 (USD Million)
- Fig. 18 Hospital/Surgery Centre market revenue estimates and forecasts, 2021 - 2033 (USD Million)
- Fig. 19 MedSpa market revenue estimates and forecasts, 2021 - 2033 (USD Million)
- Fig. 20 Dermatology Centers market revenue estimates and forecasts, 2021 - 2033 (USD Million)
- Fig. 21 Others market revenue estimates and forecasts, 2021 - 2033 (USD Million)
- Fig. 22 List of key emerging company's/indication disruptors/innovators

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