

Body Contouring Market Report by Invasiveness (Non-Invasive Contouring, Minimally Invasive Contouring, Invasive Contouring), End Use (Clinical Research Organizations, Hospitals, Medical Spas, Clinics), and Region 2024-2032

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Abstracts

The global body contouring market size reached US\$ 8.4 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 14.1 Billion by 2032, exhibiting a growth rate (CAGR) of 5.7% during 2024-2032. The increasing prevalence of obesity and the overweight population, the rising awareness and acceptance of cosmetic procedures, the inflating disposable incomes, and the rapid advancements in body contouring technologies and techniques are some of the factors propelling the market.

Body contouring refers to cosmetic procedures designed to reshape and sculpt the body's appearance by eliminating excess fat and improving skin tone and tightness. These procedures are popular among individuals seeking to enhance body contours and achieve a more proportionate and toned physique. These techniques include liposuction, tummy tucks, thigh lifts, and arm lifts. Liposuction is a common procedure that involves the removal of stubborn fat deposits from specific areas such as the abdomen, thighs, or arms. Tummy tucks, on the other hand, focus on tightening the abdominal muscles and removing excess skin for a firmer midsection. These treatments are typically sought by individuals who have achieved significant weight loss, experienced pregnancy-related changes, or wish to address areas of the body that are resistant to diet and exercise. Body contouring procedures can help boost self-confidence and improve body image, ultimately enhancing overall well-being and quality of life. It is essential to consult with a qualified plastic surgeon to determine the most suitable body contouring options based on individual goals and medical considerations.

The global market is majorly driven by the increasing influence of social media and celebrity culture promoting body aesthetics. In line with this, the rising demand for non-invasive or minimally invasive body contouring procedures is significantly contributing to the market. Furthermore, the expanding medical tourism with individuals seeking affordable treatments abroad is positively influencing the market. Apart from this, the growing focus on physical appearance and body image among younger generations is catalyzing the market. Moreover, the escalating aging population seeking solutions for age-related body changes is propelling the market. Besides, the post-pregnancy body concerns leading to a demand for mommy makeover procedures is creating a positive outlook for the market. Additionally, the increasing fitness and wellness trends and the rising influence of popular TV shows and makeover programs highlighting body contouring are providing a boost to the market.

Body Contouring Market Trends/Drivers:

Increasing acceptance of cosmetic procedures among men

The increasing acceptance of cosmetic procedures among men is favorably impacting the market. Traditionally, cosmetic treatments were primarily associated with women, but societal attitudes have evolved, leading to greater acceptance of such procedures among men. Men are now more open to seeking body contouring treatments to address specific concerns and achieve their desired aesthetic goals. Factors contributing to this acceptance include a shift in cultural norms and the influence of media and celebrity role models who openly discuss their cosmetic enhancements. Moreover, the emphasis on fitness and a well-groomed appearance in modern society has also played a role in encouraging men to consider body contouring procedures. With an increasing number of men pursuing healthy lifestyles, body contouring has become a natural extension of their efforts to look and feel their best. As the stigma surrounding cosmetic procedures diminishes and men feel more comfortable discussing and seeking such treatments, the demand for body contouring among male individuals is expected to continue growing, contributing to the market's overall expansion.

Easy availability of combination procedures

The easy availability of combination procedures is bolstering the market. Combination procedures involve combining multiple body contouring treatments into a comprehensive treatment plan to address different areas of concern simultaneously. This approach offers several advantages to patients, including reduced overall treatment time and cost and enhanced aesthetic outcomes. With combination procedures, individuals can target multiple problem areas in a single session, avoiding

the need for multiple separate treatments. This convenience appeals to many patients, especially those with busy schedules or limited time for recovery. Additionally, combining procedures can deliver more tailored and satisfying results by comprehensively customizing treatment plans to address specific concerns. Advancements in medical technology and expertise in aesthetic medicine have made it easier for qualified practitioners to offer various combination options, such as combining liposuction with a tummy tuck or a thigh lift. The accessibility of these versatile treatment plans has contributed significantly to the increasing popularity of body contouring procedures among individuals seeking comprehensive body transformations.

Expansion of the aesthetics industry

The expansion of the aesthetics industry is offering numerous opportunities for the market. The aesthetics industry has witnessed remarkable growth in recent years, driven by technological advancements, increasing consumer demand for cosmetic procedures, and the rising popularity of non-invasive or minimally invasive treatments. As the aesthetics industry continues to expand, more medical professionals are entering this field, offering a broader range of body contouring options to meet the diverse needs of patients. This expansion has increased the accessibility and availability of body contouring procedures, making them more appealing and attainable to a wider audience. Moreover, the expansion of the aesthetics industry has resulted in continuous research and development of new techniques and devices for body contouring. This has led to safer, more effective, and less invasive procedures, enhancing patient satisfaction and confidence in seeking such treatments. As the aesthetics industry continues to evolve and innovate, the market is expected to grow, attracting more individuals seeking personalized and transformative solutions for their body-shaping goals.

Body Contouring Industry Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the global body contouring market report, along with forecasts at the global and regional levels from 2024-2032. Our report has categorized the market based on invasiveness and end use.

Breakup by Invasiveness:

- Non-invasive contouring
- Minimally invasive contouring
- Invasive contouring

Non-invasive contouring pump dominates the market

The report has provided a detailed breakup and analysis of the market based on the invasiveness. This includes non-invasive contouring, minimally invasive contouring, and invasive contouring. According to the report, non-invasive contouring represented the largest segment.

The non-invasive contouring segment is catalyzing the market due to its appeal to a broader audience seeking cosmetic enhancements without surgery or significant downtime. These procedures use advanced technologies like radiofrequency, ultrasound, or cryolipolysis to target and reduce fat deposits, tighten skin, and improve body contours. This segment's popularity can be attributed to several factors, including minimal risk, shorter recovery times, and the ability to return to daily activities immediately after treatment. Non-invasive procedures also provide a more comfortable experience compared to traditional surgical options.

Moreover, non-invasive contouring attracts individuals who may be hesitant about surgical procedures or have medical conditions that make them ineligible for surgery. The rising demand for less invasive options and the continuous advancements in non-invasive technologies are fueling the growth of this segment and, consequently, the overall market. As the focus on convenience, safety, and natural-looking results increases, non-invasive contouring procedures are expected to drive further growth in the industry significantly.

Breakup by End Use:

Clinical research organizations

Hospitals

Medical spas

Clinics

Clinics dominate the market

The report has provided a detailed breakup and analysis of the market based on the end use. This includes clinical research organizations, hospitals, medical spas, and clinics. According to the report, clinics represented the largest segment.

Clinics offer a convenient and professional environment for individuals seeking body contouring procedures. These establishments are staffed with trained and experienced

medical professionals, including plastic surgeons and dermatologists, who specialize in performing various body contouring treatments. The popularity of clinics as an end-use destination for these procedures can be attributed to several factors. They provide a wide range of options, including surgical and non-surgical treatments, allowing patients to choose the most suitable procedure for their needs and goals.

They often have access to state-of-the-art equipment and advanced technologies, ensuring the delivery of safe and effective treatments. Patients feel confident in the hands of skilled professionals with expertise in these procedures. Furthermore, clinics offer personalized treatment plans tailored to individual patient needs, ensuring a customized approach to body shaping. This personalized care enhances patient satisfaction and drives positive word-of-mouth referrals, thus expanding the market.

Breakup by Region:

Asia Pacific

North America

Europe

Latin America

Middle East and Africa

North America exhibits a clear dominance, accounting for the largest body contouring market share

The report has also provided a comprehensive analysis of all the major regional markets, which include Asia Pacific, North America, Europe, Latin America, and the Middle East and Africa. According to the report, North America accounted for the largest segment.

North America has a well-established and advanced healthcare infrastructure, with a high concentration of qualified medical professionals and state-of-the-art facilities offering a wide range of contouring procedures. The region has a strong culture of beauty and aesthetics, with a growing emphasis on physical appearance and body image. This cultural influence encourages individuals to seek body contouring treatments to achieve their aesthetic goals.

Moreover, increasing disposable income and a high standard of living in North America make cosmetic procedures more accessible to a larger population. The ability to afford such treatments drives demand in the market. Additionally, advancements in medical

technology and continuous research in aesthetic medicine further fuel the market in the region as patients seek the latest and most effective treatments.

Competitive Landscape:

Top companies are fostering the market through innovative technologies and comprehensive product offerings. These companies have established a strong presence in the aesthetics industry, offering various solutions to meet diverse patient needs. These companies invest heavily in creating advanced and effective contouring solutions that cater to diverse patient needs. Their strong marketing strategies and global presence enable them to reach a wide audience, increasing awareness and demand for these procedures. They collaborate with skilled healthcare professionals and clinics to offer comprehensive training and support, ensuring optimal patient treatment outcomes. Moreover, these companies continuously improve and expand their product portfolios, introducing new devices and treatments that address various body-shaping concerns. This commitment to staying at the forefront of the aesthetics industry allows them to maintain a competitive edge and drive market growth. Top companies also engage in educational initiatives, conducting clinical trials and publishing research to establish the efficacy and safety of their products. These efforts build trust among healthcare professionals and patients, further bolstering the demand.

The report has provided a comprehensive analysis of the competitive landscape in the body contouring market. Detailed profiles of all major companies have also been provided.

Cynosure, LLC

Meridian Co. Ltd.

Syneron Medical Ltd.

Lumenis Limited

Alma Lasers Limited

Recent Developments:

In May 2022, Cynosure, LLC announced an investment from Clayton, Dubilier & Rice. This will support the company's plans to provide comprehensive treatment solutions to its customers.

In September 2021, Lumenis announced the completion of the sale of its Surgical business to Boston Scientific Corporation in a transaction. The company will accelerate planned investments to support the development of its Aesthetic and Vision businesses. In May 2023, Alma Lasers announced the successful opening of its fifth Alma Academy.

Key Questions Answered in This Report

1. What was the size of the global body contouring market in 2023?
2. What is the expected growth rate of the global body contouring market during 2024-2032?
3. What are the key factors driving the global body contouring market?
4. What has been the impact of COVID-19 on the global body contouring market?
5. What is the breakup of the global body contouring market based on the invasiveness?
6. What is the breakup of the global body contouring market based on the end use sector?
7. What are the key regions in the global body contouring market?
8. Who are the key players/companies in the global body contouring market?

Contents

1 PREFACE

2 SCOPE AND METHODOLOGY

- 2.1 Objectives of the Study
- 2.2 Stakeholders
- 2.3 Data Sources
 - 2.3.1 Primary Sources
 - 2.3.2 Secondary Sources
- 2.4 Market Estimation
 - 2.4.1 Bottom-Up Approach
 - 2.4.2 Top-Down Approach
- 2.5 Forecasting Methodology

3 EXECUTIVE SUMMARY

4 INTRODUCTION

- 4.1 Overview
- 4.2 Key Industry Trends

5 GLOBAL BODY CONTOURING MARKET

- 5.1 Market Overview
- 5.2 Market Performance
- 5.3 Impact of COVID-19
- 5.4 Market Breakup by Invasiveness
- 5.5 Market Breakup by End-Use Sector
- 5.6 Market Breakup by Region
- 5.7 Market Forecast
- 5.8 SWOT Analysis
 - 5.8.1 Overview
 - 5.8.2 Strengths
 - 5.8.3 Weaknesses
 - 5.8.4 Opportunities

5.8.5 Threats

5.9 Value Chain Analysis

5.9.1 Overview

5.9.2 Research and Development

5.9.3 Raw Material Procurement

5.9.4 Manufacturing

5.9.5 Marketing

5.9.6 Distribution

5.9.7 End-Use

5.10 Porters Five Forces Analysis

5.10.1 Overview

5.10.2 Bargaining Power of Buyers

5.10.3 Bargaining Power of Suppliers

5.10.4 Degree of Competition

5.10.5 Threat of New Entrants

5.10.6 Threat of Substitutes

6 MARKET BREAKUP BY INVASIVENESS

6.1 Non-Invasive Contouring

6.1.1 Market Trends

6.1.2 Market Forecast

6.2 Minimally Invasive Contouring

6.2.1 Market Trends

6.2.2 Market Forecast

6.3 Invasive Contouring

6.3.1 Market Trends

6.3.2 Market Forecast

7 MARKET BREAKUP BY END-USE SECTOR

7.1 Clinical Research Organizations

7.1.1 Market Trends

7.1.2 Market Forecast

7.2 Hospitals

7.2.1 Market Trends

7.2.2 Market Forecast

7.3 Medical Spa

7.3.1 Market Trends

- 7.3.2 Market Forecast
- 7.4 Clinics
 - 7.4.1 Market Trends
 - 7.4.2 Market Forecast

8 MARKET BREAKUP BY REGION

- 8.1 North America
 - 8.1.1 Market Trends
 - 8.1.2 Market Forecast
- 8.2 Europe
 - 8.2.1 Market Trends
 - 8.2.2 Market Forecast
- 8.3 Asia Pacific
 - 8.3.1 Market Trends
 - 8.3.2 Market Forecast
- 8.4 Latin America
 - 8.4.1 Market Trends
 - 8.4.2 Market Forecast
- 8.5 Middle East and Africa
 - 8.5.1 Market Trends
 - 8.5.2 Market Forecast

9 COMPETITIVE LANDSCAPE

- 9.1 Market Structure
- 9.2 Key Players
- 9.3 Profiles of Key Players
 - 9.3.1 Cynosure
 - 9.3.2 Meridian
 - 9.3.3 Syneron Medical
 - 9.3.4 Lumenis
 - 9.3.5 Alma Lasers

List Of Tables

LIST OF TABLES

Table 1: Global: Body Contouring Market: Key Industry Highlights, 2023 and 2032

Table 2: Global: Body Contouring Market Forecast: Breakup by Invasiveness (in Million US\$), 2024-2032

Table 3: Global: Body Contouring Market Forecast: Breakup by End-Use Sector (in Million US\$), 2024-2032

Table 4: Global: Body Contouring Market Forecast: Breakup by Region (in Million US\$), 2024-2032

Table 5: Global: Body Contouring Market: Competitive Structure

Table 6: Global: Body Contouring Market: Key Players

List Of Figures

LIST OF FIGURES

Figure 1: Global: Body Contouring Market: Major Drivers and Challenges

Figure 2: Global: Body Contouring Market: Sales Value (in Billion US\$), 2018-2023

Figure 3: Global: Body Contouring Market: Breakup by Invasiveness (in %), 2023

Figure 4: Global: Body Contouring Market: Breakup by End-Use Sector (in %), 2023

Figure 5: Global: Body Contouring Market: Breakup by Region (in %), 2023

Figure 6: Global: Body Contouring Market Forecast: Sales Value (in Billion US\$), 2024-2032

Figure 7: Global: Body Contouring Industry: SWOT Analysis

Figure 8: Global: Body Contouring Industry: Value Chain Analysis

Figure 9: Global: Body Contouring Industry: Porter's Five Forces Analysis

Figure 10: Global: Non-Invasive Contouring Market: Sales Value (in Million US\$), 2018 & 2023

Figure 11: Global: Non-Invasive Contouring Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 12: Global: Minimally Invasive Contouring Market: Sales Value (in Million US\$), 2018 & 2023

Figure 13: Global: Minimally Invasive Contouring Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 14: Global: Invasive Contouring Market: Sales Value (in Million US\$), 2018 & 2023

Figure 15: Global: Invasive Contouring Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 16: Global: Body Contouring Market (Applications in Clinical Research Organizations): Sales Value (in Million US\$), 2018 & 2023

Figure 17: Global: Body Contouring Market Forecast (Applications in Clinical Research Organizations): Sales Value (in Million US\$), 2024-2032

Figure 18: Global: Body Contouring Market (Applications in Hospitals): Sales Value (in Million US\$), 2018 & 2023

Figure 19: Global: Body Contouring Market Forecast (Applications in Hospitals): Sales Value (in Million US\$), 2024-2032

Figure 20: Global: Body Contouring Market (Applications in Medical Spa): Sales Value (in Million US\$), 2018 & 2023

Figure 21: Global: Body Contouring Market Forecast (Applications in Medical Spa): Sales Value (in Million US\$), 2024-2032

Figure 22: Global: Body Contouring Market (Applications in Clinics): Sales Value (in

Million US\$), 2018 & 2023

Figure 23: Global: Body Contouring Market Forecast (Applications in Clinics): Sales Value (in Million US\$), 2024-2032

Figure 24: North America: Body Contouring Market: Sales Value (in Million US\$), 2018 & 2023

Figure 25: North America: Body Contouring Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 26: Europe: Body Contouring Market: Sales Value (in Million US\$), 2018 & 2023

Figure 27: Europe: Body Contouring Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 28: Asia Pacific: Body Contouring Market: Sales Value (in Million US\$), 2018 & 2023

Figure 29: Asia Pacific: Body Contouring Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 30: Latin America: Body Contouring Market: Sales Value (in Million US\$), 2018 & 2023

Figure 31: Latin America: Body Contouring Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 32: Middle East and Africa: Body Contouring Market: Sales Value (in Million US\$), 2018 & 2023

Figure 33: Middle East and Africa: Body Contouring Market Forecast: Sales Value (in Million US\$), 2024-2032

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