

Medical Spa Market Report by Service (Body Shaping, Hair Removal, Facial Treatments, Tattoo Removal, Scars and Striae, and Others), End User (Men, Women), and Region 2024-2032

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Abstracts

The global medical spa market size reached US\$ 17.6 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 46.3 Billion by 2032, exhibiting a growth rate (CAGR) of 11.13% during 2024-2032. The market for medical spas is experiencing a significant growth driven by rising consumer demand for procedures that are minimally invasive, greater social conditions of healthy life along with wellness and self-care, and ongoing advancements in medical technology that offers a variety of non-surgical aesthetic treatments that include skin rejuvenation, anti-aging, and body contouring.

Medical Spa Market Analysis:

Major Market Drivers: The medical spa market growth is primarily driven by expanding customer base which prefers non-invasive cosmetic procedures, the rising awareness of aesthetic treatments, and the innovations in medical technology allowing for more secure and clinically effective solutions to help with skin aging, rejuvenation and body contouring.

Key Market Trends: Some major trends in the medical spa industry include widespread use of combination treatments (for instance injectables combined with laser therapy), increased need for personalized treatment plans that addressed individual needs, as well as the problem of new forms of holistic wellness approaches joining the forces of medical and spa services for thorough treatment.

Geographical Trends: North America and Europe dominate the market as these regions have higher disposable incomes and an excellently developed aesthetic culture. In

In addition, the economies of Asia Pacific and Latin America have been experiencing rapid growth due to increasing consumer consciousness and the improvement of health infrastructures.

Competitive Landscape: Some of the major market players in the medical spa industry include Bijoux Medical, Biovital Med Spa LLC, Canyon Ranch Inc., Chic La Vie Med Spa, Cienega Medical Spa Inc., Clinique La Prairie, Dermami Medspa, Innovative MedSpa, Lanserhof Tegernsee, Serenity MedSpa, Westchase Medsap LLC, Willow Med Spa & Salon, among many others.

Challenges and Opportunities: The market faces challenges such as regulatory hurdles, competition from mainstream healthcare providers, and questions regarding safety and efficiency. However, opportunities lie in increasing the need for minimally invasive procedures, expanding patient population, and new developments allowing the application of novel treatments with noticeably better outcomes.

Medical Spa Market Trends:

Increasing Demand for Non-Invasive Procedures:

The medical spa market is experiencing a high rate of demand for non-invasive cosmetic surgeries attributed to individuals' lifestyles and socio-economic factors. Consumers, especially older people, are now looking for products that provide cosmetic results and have little recovery time involved and low invasion risks compared to surgeries. For instance, the International Society of Aesthetic Plastic Surgery (ISAPS) released a report on global trends on aesthetic procedures of which included non-invasive ones. The latest published data for 2022 shows an increase of 11.2% over the same period last year for both surgical and non-surgical procedures. Moreover, increase in discretionary revenues and more concern with image and personal grooming in addition to the concern on the part of the women, promote non-invasive procedures. This indicates the increasing number of procedures like Botox injections, dermal fillers, laser hair removal, chemical peels etc. which can resolve lots of cosmetic problems effectively. As a result, medical spas are embracing this new trend for providing aesthetic treatments which go along with the growing market demand for non-surgical cosmetic procedures.

Rising Emphasis on Wellness and Self-Care:

There is a dramatic cultural shift toward ensuring wellness and self-care are the top priorities, reshaping the consumers' choices in the medical spa market. Beyond repairing the visual aesthetics, consumers are looking for those treatments that make them relaxed, revived, and healthier in general. Medical spas provide a variety of

different treatments that are meant to improve both physical and mental health, such as massages, facials, acupuncture, and meditation sessions among many others. Such changing attitude amongst society where it goes more toward health and self-improvement has augmented the demand for medical spa services which ensure mind, body, and spirit of you are healthy and well. For instance, as per the report published by the IMARC Group, the global health and wellness is expected to reach US\$ 5,155.6 Billion by 2032, exhibiting a growth rate (CAGR) of 3.69% during 2024-2032.

Ongoing Technological Advancements

The innovations in medical technology and the emergence of new treatments and procedures is helping in generating medical spa market revenue. The latest technologies like laser therapy, radiofrequency machines and advanced beauty systems are modern methods for choosing a cure which contains all sorts of cosmetic issues ranging from skin rejuvenation and anti-aging to body contouring and hair removal. Therefore, technological advances result in improved treatment outcomes and increase patient safety and convenience. For instance, as per the reports published by the American Med Spa Association (AmSpa), in 2022 US medical spa is projected to increase by 9.8% annually and become a \$17.5 billion industry in 2022.

Medical Spa Market Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the market, along with forecasts at the global, regional, and country levels for 2024-2032. Our report has categorized the market based on service and end user.

Breakup by Service:

- Body Shaping
- Hair Removal
- Facial Treatments
- Tattoo Removal
- Scars and Striae
- Others

Facial treatments accounts for the majority of the market share

The report has provided a detailed breakup and analysis of the market based on the service. This includes body shaping, hair removal, facial treatments, tattoo removal, scars and striae, and others. According to the report, facial treatments represented the

largest segment.

The rising demand for advanced skincare solutions and antiaging therapies is the major driving force of facial treatments in the medical spa market. As reported by the U.S. Bureau of Labor Statistics (BLS), the demand for personal care specialists (generally known for delivering facials at spas and medical spas) is projected to rise by 15% from 2020 to 2030. This rise is the resultant of such factors as the desire to look younger, the knowledge of skincare routine, and the availability of more advanced facial treatment options. Consumers are now tired of traditional invasive procedures like chemical peels, microdermabrasion, and laser treatment offered at medical spas which aim at solving skin issues like wrinkles, acne, and uneven skin tone. Also, the spread of social media and celebrity influence serves as other factors that fuel the popularity of facial treatments among different groups of people.

Breakup by End User:

Men

Women

A detailed breakup and analysis of the market based on the end user have also been provided in the report. This includes men and women.

The expanding number of men buying the grooming and wellness services boosts their demand as clients in medical spa market. Such factors like acceptance of male grooming forms, the desire to look better and awareness on self-care has been a driving force for them to absorb medical spa treatments. Women based on the wide range of components thereof such as social pressure for beauty ideals, interest in anti-aging treatments, and high level of skin awareness form major part of the medical spa market. Furthermore, the access to the esthetic aesthetic treatments that put women's needs first consistently draws their attention to the medical spa services, thus propelling market growth.

Breakup by Region:

North America

United States

Canada

Asia-Pacific

China

Japan
India
South Korea
Australia
Indonesia
Others
Europe
Germany
France
United Kingdom
Italy
Spain
Russia
Others
Latin America
Brazil
Mexico
Others
Middle East and Africa

North America leads the market, accounting for the largest medical spa market share

The report has also provided a comprehensive analysis of all the major regional markets, which include North America (the United States and Canada); Asia Pacific (China, Japan, India, South Korea, Australia, Indonesia, and others); Europe (Germany, France, the United Kingdom, Italy, Spain, Russia, and others); Latin America (Brazil, Mexico, and others); and the Middle East and Africa. According to the report, North America represents the largest regional market for medical spa.

The North America medical spa market is primarily driven by the growing demand for non-invasive cosmetic procedures, affluent consumer demographics, and the technological developments of the aesthetic cosmetic industry. Patients are more and more trending toward the selection of medical spa services that are performed without invasive techniques for aesthetic improvement which boosts market growth. For instance, the Bureau of Labor Statistics (BLS) of the U.S. reports that skincare specialists, including healthcare providers who operate in medical spas will witness a growth of 15% from 2020 to 2030 which is a faster growth compared to the average expansion over that period for all occupations. The trend speaks to the growing demand for aesthetic services in North America, that is fueled by changing customer preferences

and development of the latest cosmetic technology.

Competitive Landscape:

The market research report has also provided a comprehensive analysis of the competitive landscape in the market. Detailed profiles of all major companies have also been provided. Some of the major market players in the medical spa industry include Bijoux Medical, Biovital Med Spa LLC, Canyon Ranch Inc., Chic La Vie Med Spa, Cienega Medical Spa Inc., Clinique La Prairie, Dermani Medspa, Innovative MedSpa, Lanserhof Tegernsee, Serenity MedSpa, Westchase Medsap LLC, and Willow Med Spa & Salon.

(Please note that this is only a partial list of the key players, and the complete list is provided in the report.)

The key players are engaging in medical spa market recent developments to meet the expectations of the consumers. They are purchasing sophisticated technologies and adding to their menu to include a full list of cosmetic procedures and wellness services. Alternatively, these players are widening their scope by introducing individualized care plans, exclusive amenities, and superior medical services. Furthermore, they are adopting sustainable practices and offering eco-friendly products to their consumers who care about the environment. In addition, key players usually collaborate with medical doctors and cosmetic experts to maintain high standards of safety, effectiveness, and professionalism in the services they offer. For instance, in 2020, Clinique La Prairie formalized a partnership with Minor hotel owners and operators to launch and run a medispa in the St. Regis Bangkok's MSpa International brand by the incorporating Minor's Hospitality and its brand.

Medical Spa Market News:

In 2023, dermani MEDSPA launched its first franchise site at the Valley Ranch, the place where people can visit to get luxury spa treatment services with a combination of FDA-approved treatments and medical professionals who specialize in the provision of these services.

In July 2023, Canyon Ranch Inc. announced its VICI Properties long-term collaboration to be focused on developing other destination resorts locations and wellness clubs in vital urban hubs and advancing online capabilities.

Key Questions Answered in This Report

1. What was the size of the global medical spa market in 2023?

2. What is the expected growth rate of the global medical spa market during 2024-2032?
3. What are the key factors driving the global medical spa market?
4. What has been the impact of COVID-19 on the global medical spa market?
5. What is the breakup of the global medical spa market based on the service?
6. What are the key regions in the global medical spa market?
7. Who are the key players/companies in the global medical spa 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 MEDICAL SPA MARKET

- 5.1 Market Overview
- 5.2 Market Performance
- 5.3 Impact of COVID-19
- 5.4 Market Forecast

6 MARKET BREAKUP BY SERVICE

- 6.1 Body Shaping
 - 6.1.1 Market Trends
 - 6.1.2 Market Forecast
- 6.2 Hair Removal
 - 6.2.1 Market Trends
 - 6.2.2 Market Forecast
- 6.3 Facial Treatments

- 6.3.1 Market Trends
- 6.3.2 Market Forecast
- 6.4 Tattoo Removal
 - 6.4.1 Market Trends
 - 6.4.2 Market Forecast
- 6.5 Scars and Striae
 - 6.5.1 Market Trends
 - 6.5.2 Market Forecast
- 6.6 Others
 - 6.6.1 Market Trends
 - 6.6.2 Market Forecast

7 MARKET BREAKUP BY END USER

- 7.1 Men
 - 7.1.1 Market Trends
 - 7.1.2 Market Forecast
- 7.2 Women
 - 7.2.1 Market Trends
 - 7.2.2 Market Forecast

8 MARKET BREAKUP BY REGION

- 8.1 North America
 - 8.1.1 United States
 - 8.1.1.1 Market Trends
 - 8.1.1.2 Market Forecast
 - 8.1.2 Canada
 - 8.1.2.1 Market Trends
 - 8.1.2.2 Market Forecast
- 8.2 Asia-Pacific
 - 8.2.1 China
 - 8.2.1.1 Market Trends
 - 8.2.1.2 Market Forecast
 - 8.2.2 Japan
 - 8.2.2.1 Market Trends
 - 8.2.2.2 Market Forecast
 - 8.2.3 India
 - 8.2.3.1 Market Trends

- 8.2.3.2 Market Forecast
- 8.2.4 South Korea
 - 8.2.4.1 Market Trends
 - 8.2.4.2 Market Forecast
- 8.2.5 Australia
 - 8.2.5.1 Market Trends
 - 8.2.5.2 Market Forecast
- 8.2.6 Indonesia
 - 8.2.6.1 Market Trends
 - 8.2.6.2 Market Forecast
- 8.2.7 Others
 - 8.2.7.1 Market Trends
 - 8.2.7.2 Market Forecast
- 8.3 Europe
 - 8.3.1 Germany
 - 8.3.1.1 Market Trends
 - 8.3.1.2 Market Forecast
 - 8.3.2 France
 - 8.3.2.1 Market Trends
 - 8.3.2.2 Market Forecast
 - 8.3.3 United Kingdom
 - 8.3.3.1 Market Trends
 - 8.3.3.2 Market Forecast
 - 8.3.4 Italy
 - 8.3.4.1 Market Trends
 - 8.3.4.2 Market Forecast
 - 8.3.5 Spain
 - 8.3.5.1 Market Trends
 - 8.3.5.2 Market Forecast
 - 8.3.6 Russia
 - 8.3.6.1 Market Trends
 - 8.3.6.2 Market Forecast
 - 8.3.7 Others
 - 8.3.7.1 Market Trends
 - 8.3.7.2 Market Forecast
- 8.4 Latin America
 - 8.4.1 Brazil
 - 8.4.1.1 Market Trends
 - 8.4.1.2 Market Forecast

8.4.2 Mexico

8.4.2.1 Market Trends

8.4.2.2 Market Forecast

8.4.3 Others

8.4.3.1 Market Trends

8.4.3.2 Market Forecast

8.5 Middle East and Africa

8.5.1 Market Trends

8.5.2 Market Breakup by Country

8.5.3 Market Forecast

9 SWOT ANALYSIS

9.1 Overview

9.2 Strengths

9.3 Weaknesses

9.4 Opportunities

9.5 Threats

10 VALUE CHAIN ANALYSIS

11 PORTERS FIVE FORCES ANALYSIS

11.1 Overview

11.2 Bargaining Power of Buyers

11.3 Bargaining Power of Suppliers

11.4 Degree of Competition

11.5 Threat of New Entrants

11.6 Threat of Substitutes

12 PRICE ANALYSIS

13 COMPETITIVE LANDSCAPE

13.1 Market Structure

13.2 Key Players

13.3 Profiles of Key Players

13.3.1 Bijoux Medical

13.3.1.1 Company Overview

- 13.3.1.2 Product Portfolio
- 13.3.2 Biovital Med Spa LLC
 - 13.3.2.1 Company Overview
 - 13.3.2.2 Product Portfolio
- 13.3.3 Canyon Ranch Inc.
 - 13.3.3.1 Company Overview
 - 13.3.3.2 Product Portfolio
- 13.3.4 Chic La Vie Med Spa
 - 13.3.4.1 Company Overview
 - 13.3.4.2 Product Portfolio
- 13.3.5 Cienega Medical Spa Inc.
 - 13.3.5.1 Company Overview
 - 13.3.5.2 Product Portfolio
- 13.3.6 Clinique La Prairie
 - 13.3.6.1 Company Overview
 - 13.3.6.2 Product Portfolio
- 13.3.7 Dermani Medspa
 - 13.3.7.1 Company Overview
 - 13.3.7.2 Product Portfolio
- 13.3.8 Innovative MedSpa
 - 13.3.8.1 Company Overview
 - 13.3.8.2 Product Portfolio
- 13.3.9 Lanserhof Tegernsee
 - 13.3.9.1 Company Overview
 - 13.3.9.2 Product Portfolio
- 13.3.10 Serenity MedSpa
 - 13.3.10.1 Company Overview
 - 13.3.10.2 Product Portfolio
- 13.3.11 Westchase Medsap LLC.
 - 13.3.11.1 Company Overview
 - 13.3.11.2 Product Portfolio
- 13.3.12 Willow Med Spa & Salon
 - 13.3.12.1 Company Overview
 - 13.3.12.2 Product Portfolio

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