

# Energy-Based Hair Removal Device Global Market Insights 2025, Analysis and Forecast to 2030, by Market Participants, Regions, Technology, Product Type

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## Abstracts

### Energy-Based Hair Removal Device Market Summary

#### Introduction

Energy-Based Hair Removal Devices leverage cutting-edge technologies such as lasers and Intense Pulse Light (IPL) to provide semi-permanent hair reduction by targeting hair follicles with precision. Available in various types—including Ruby, Alexandrite, Diode, ND:YAG lasers, and IPL systems—these devices are celebrated for their efficacy, safety across diverse skin tones, and long-lasting results. They cater to a wide range of end-users, including medspas, dermatology clinics, beauty salons, and increasingly home users, driven by a global surge in aesthetic awareness. This growth is fueled by social media and selfie culture, particularly among younger generations aged 15-24, with the United Nations projecting a global youth population nearing 1.3 billion by 2030. This demographic's focus on beauty and grooming significantly boosts demand for energy-based hair removal solutions. Additional drivers include the rising popularity of fitness and outdoor sports, where athletes seek hair-free skin for performance and aesthetics, and growing male interest in personal care, especially facial and body hair management. Technological advancements, such as improved safety features, portability for home use, and enhanced treatment efficiency, further expand market reach, appealing to both professional and consumer segments.

#### Market Size and Growth Forecast

The global energy-based hair removal device market is projected to reach between USD 760 million and USD 950 million in 2025, with an estimated compound annual growth rate (CAGR) of 8.5% to 11.9% through 2030. This expansion is driven by

heightened beauty consciousness, technological innovations, and broadening applications across professional and at-home settings.

### Regional Analysis

**North America:** The United States leads with robust demand from worker fitness enthusiasts, male grooming trends, and a well-established network of medspas and clinics. Canada follows, with growing adoption in beauty salons focusing on professional treatments.

**Europe:** The UK, Germany, and France dominate, propelled by strong aesthetic preferences and widespread use of advanced laser technologies in both clinical and home settings.

**Asia Pacific:** China drives growth with its burgeoning beauty industry, bolstered by Alma Lasers' 2023 acquisition of PhotonMed for direct operations. Japan emphasizes portable devices for tech-savvy consumers, while India sees rising demand linked to urban youth and beauty trends.

**Rest of the World:** Brazil focuses on professional applications in dermatology clinics amid a growing middle class. The Middle East, particularly the UAE, invests in premium devices to meet luxury beauty demands.

### Application Analysis

**Dementia:** Growth estimated at 7-9%, driven by caregiving needs for hygiene management. Trends focus on user-friendly devices for non-aesthetic purposes.

**Epilepsy:** Projected growth of 6-8%, linked to medical hygiene applications.

Developments prioritize safety for sensitive patient groups.

**Parkinson's Disease:** Expected growth of 7-9%, used in grooming assistance for patients. Trends emphasize ergonomic designs for ease of use.

**Traumatic Brain Injuries:** Growth at 6-8%, applied in rehabilitation care settings.

Advances focus on gentle, efficient systems.

**Others:** Including general cosmetic use, growth is estimated at 9-12%. Trends highlight broad consumer appeal and versatility.

### End-user Analysis

**MedSpas:** Projected growth of 9-11%, fueled by demand for professional, long-term hair removal. Trends favor high-efficiency platforms like Cynosure's Elite iQ.

**Dermatology Clinics:** Expected growth of 8-10%, emphasizing precision and safety across skin types. Developments focus on clinical-grade laser systems.

**Beauty Salons:** Growth at 7-9%, catering to cost-sensitive clients. Trends highlight affordable IPL solutions.

**Others:** Including home users, growth is estimated at 10-12%. Advances prioritize

portable devices like Ulike Air3 for consumer convenience.

### Product Type Analysis

**Ruby:** Expected growth of 6-8%, valued for precision on lighter skin tones. Trends focus on niche professional applications.

**Intense Pulse Light (IPL):** Projected growth of 9-12%, dominant due to cost-effectiveness and home-use adoption. Advances emphasize cooling technologies like sapphire systems.

**Alexandrite:** Growth at 8-10%, preferred for speed and efficacy. Trends highlight compatibility with a wider range of skin tones.

**Diode:** Expected growth of 9-11%, versatile across hair types. Developments focus on durability and treatment efficiency.

**ND:YAG:** Growth at 8-10%, ideal for darker skin tones. Trends emphasize enhanced safety features.

### Key Market Players

Key players include Syneron Candela, specializing in advanced laser technologies; InMode, innovating in aesthetic solutions; Cynosure, offering high-performance systems like Elite iQ; Alma Lasers, expanding globally with its 2023 PhotonMed acquisition; Lumenis, a leader in energy-based aesthetics; Sinclair, focusing on cutting-edge beauty devices; Lutronic Corporation, delivering precision equipment; Cutera, targeting professional markets; Ulike Global, leading in home-use IPL devices; Wingderm Electro-Optics, advancing laser innovations; and Philips, excelling in consumer-friendly solutions. These companies drive competition through innovation and strategic market penetration.

### Porter's Five Forces Analysis

**Threat of New Entrants:** Medium, as technological expertise and regulatory requirements pose barriers, though home-use innovators can enter with cost-effective designs.

**Threat of Substitutes:** Medium to high, with traditional methods like waxing and shaving as alternatives, though energy-based devices offer superior longevity and convenience.

**Bargaining Power of Buyers:** Medium, as consumers and clinics weigh cost against treatment efficacy, negotiating based on results and accessibility.

**Bargaining Power of Suppliers:** Low to medium, due to reliance on specialized components, balanced by a diverse supplier base in the tech sector.

**Competitive Rivalry:** High, with players competing on safety, efficiency, and portability in a rapidly growing market.

## Market Opportunities and Challenges

### Opportunities:

The global rise in aesthetic consciousness, particularly among youth nearing 1.3 billion by 2030 per UN projections, drives demand for energy-based hair removal devices. Social media amplifies this trend, with the 15-24 age group prioritizing hairless skin. The fitness boom in North America and Europe boosts demand among athletes and enthusiasts seeking long-term solutions.

Male grooming, especially for facial and body hair, presents a growing segment.

Technological advancements—such as Cynosure’s Elite iQ for faster treatments, Ulike Air3 for home use, and Alma’s 2023 China expansion via PhotonMed—lower barriers, attracting diverse consumers. Professional beauty investments, like SEV MedSpa’s 2023 partnership and Birch Medical Spas’ 2024 growth, signal strong market confidence.

### Challenges:

High costs of advanced devices limit penetration in cost-sensitive regions like parts of Asia Pacific and Africa.

Regulatory approvals for safety and efficacy delay new product launches.

Competition from low-cost alternatives like razors and waxing persists, challenging market share, while the need for continuous innovation pressures manufacturers to stay ahead.

## Contents

### **CHAPTER 1 EXECUTIVE SUMMARY**

### **CHAPTER 2 ABBREVIATION AND ACRONYMS**

### **CHAPTER 3 PREFACE**

3.1 Research Scope

3.2 Research Sources

3.2.1 Data Sources

3.2.2 Assumptions

3.3 Research Method

Chapter Four Market Landscape

4.1 Market Overview

4.2 Classification/Types

4.3 Application/End Users

### **CHAPTER 5 MARKET TREND ANALYSIS**

5.1 Introduction

5.2 Drivers

5.3 Restraints

5.4 Opportunities

5.5 Threats

### **CHAPTER 6 INDUSTRY CHAIN ANALYSIS**

6.1 Upstream/Suppliers Analysis

6.2 Energy-Based Hair Removal Device Analysis

6.2.1 Technology Analysis

6.2.2 Cost Analysis

6.2.3 Market Channel Analysis

6.3 Downstream Buyers/End Users

### **CHAPTER 7 LATEST MARKET DYNAMICS**

7.1 Latest News

7.2 Merger and Acquisition

- 7.3 Planned/Future Project
- 7.4 Policy Dynamics

## **CHAPTER 8 HISTORICAL AND FORECAST ENERGY-BASED HAIR REMOVAL DEVICE MARKET IN NORTH AMERICA (2020-2030)**

- 8.1 Energy-Based Hair Removal Device Market Size
- 8.2 Energy-Based Hair Removal Device Market by End Use
- 8.3 Competition by Players/Suppliers
- 8.4 Energy-Based Hair Removal Device Market Size by Type
- 8.5 Key Countries Analysis
  - 8.5.1 United States
  - 8.5.2 Canada
  - 8.5.3 Mexico

## **CHAPTER 9 HISTORICAL AND FORECAST ENERGY-BASED HAIR REMOVAL DEVICE MARKET IN SOUTH AMERICA (2020-2030)**

- 9.1 Energy-Based Hair Removal Device Market Size
- 9.2 Energy-Based Hair Removal Device Market by End Use
- 9.3 Competition by Players/Suppliers
- 9.4 Energy-Based Hair Removal Device Market Size by Type
- 9.5 Key Countries Analysis
  - 9.5.1 Brazil
  - 9.5.2 Argentina
  - 9.5.3 Chile
  - 9.5.4 Peru

## **CHAPTER 10 HISTORICAL AND FORECAST ENERGY-BASED HAIR REMOVAL DEVICE MARKET IN ASIA & PACIFIC (2020-2030)**

- 10.1 Energy-Based Hair Removal Device Market Size
- 10.2 Energy-Based Hair Removal Device Market by End Use
- 10.3 Competition by Players/Suppliers
- 10.4 Energy-Based Hair Removal Device Market Size by Type
- 10.5 Key Countries Analysis
  - 10.5.1 China
  - 10.5.2 India
  - 10.5.3 Japan

- 10.5.4 South Korea
- 10.5.5 Southeast Asia
- 10.5.6 Australia

## **CHAPTER 11 HISTORICAL AND FORECAST ENERGY-BASED HAIR REMOVAL DEVICE MARKET IN EUROPE (2020-2030)**

- 11.1 Energy-Based Hair Removal Device Market Size
- 11.2 Energy-Based Hair Removal Device Market by End Use
- 11.3 Competition by Players/Suppliers
- 11.4 Energy-Based Hair Removal Device Market Size by Type
- 11.5 Key Countries Analysis
  - 11.5.1 Germany
  - 11.5.2 France
  - 11.5.3 United Kingdom
  - 11.5.4 Italy
  - 11.5.5 Spain
  - 11.5.6 Belgium
  - 11.5.7 Netherlands
  - 11.5.8 Austria
  - 11.5.9 Poland
  - 11.5.10 Russia

## **CHAPTER 12 HISTORICAL AND FORECAST ENERGY-BASED HAIR REMOVAL DEVICE MARKET IN MEA (2020-2030)**

- 12.1 Energy-Based Hair Removal Device Market Size
- 12.2 Energy-Based Hair Removal Device Market by End Use
- 12.3 Competition by Players/Suppliers
- 12.4 Energy-Based Hair Removal Device Market Size by Type
- 12.5 Key Countries Analysis
  - 12.5.1 Egypt
  - 12.5.2 Israel
  - 12.5.3 South Africa
  - 12.5.4 Gulf Cooperation Council Countries
  - 12.5.5 Turkey

## **CHAPTER 13 SUMMARY FOR GLOBAL ENERGY-BASED HAIR REMOVAL DEVICE MARKET (2020-2025)**

- 13.1 Energy-Based Hair Removal Device Market Size
- 13.2 Energy-Based Hair Removal Device Market by End Use
- 13.3 Competition by Players/Suppliers
- 13.4 Energy-Based Hair Removal Device Market Size by Type

## **CHAPTER 14 GLOBAL ENERGY-BASED HAIR REMOVAL DEVICE MARKET FORECAST (2025-2030)**

- 14.1 Energy-Based Hair Removal Device Market Size Forecast
- 14.2 Energy-Based Hair Removal Device Application Forecast
- 14.3 Competition by Players/Suppliers
- 14.4 Energy-Based Hair Removal Device Type Forecast

## **CHAPTER 15 ANALYSIS OF GLOBAL KEY VENDORS**

### 15.1 Syneron Candela

- 15.1.1 Company Profile
- 15.1.2 Main Business and Energy-Based Hair Removal Device Information
- 15.1.3 SWOT Analysis of Syneron Candela
- 15.1.4 Syneron Candela Energy-Based Hair Removal Device Revenue, Gross Margin and Market Share (2020-2025)

### 15.2 InMode

- 15.2.1 Company Profile
- 15.2.2 Main Business and Energy-Based Hair Removal Device Information
- 15.2.3 SWOT Analysis of InMode
- 15.2.4 InMode Energy-Based Hair Removal Device Revenue, Gross Margin and Market Share (2020-2025)

### 15.3 Cynosure

- 15.3.1 Company Profile
- 15.3.2 Main Business and Energy-Based Hair Removal Device Information
- 15.3.3 SWOT Analysis of Cynosure
- 15.3.4 Cynosure Energy-Based Hair Removal Device Revenue, Gross Margin and Market Share (2020-2025)

### 15.4 Alma Lasers

- 15.4.1 Company Profile
- 15.4.2 Main Business and Energy-Based Hair Removal Device Information
- 15.4.3 SWOT Analysis of Alma Lasers
- 15.4.4 Alma Lasers Energy-Based Hair Removal Device Revenue, Gross Margin and

## Market Share (2020-2025)

### 15.5 Lumenis

#### 15.5.1 Company Profile

#### 15.5.2 Main Business and Energy-Based Hair Removal Device Information

#### 15.5.3 SWOT Analysis of Lumenis

#### 15.5.4 Lumenis Energy-Based Hair Removal Device Revenue, Gross Margin and

## Market Share (2020-2025)

### 15.6 Sinclair

#### 15.6.1 Company Profile

#### 15.6.2 Main Business and Energy-Based Hair Removal Device Information

#### 15.6.3 SWOT Analysis of Sinclair

#### 15.6.4 Sinclair Energy-Based Hair Removal Device Revenue, Gross Margin and

## Market Share (2020-2025)

### 15.7 Lutronic Corporation

#### 15.7.1 Company Profile

#### 15.7.2 Main Business and Energy-Based Hair Removal Device Information

#### 15.7.3 SWOT Analysis of Lutronic Corporation

#### 15.7.4 Lutronic Corporation Energy-Based Hair Removal Device Revenue, Gross

## Margin and Market Share (2020-2025)

Please ask for sample pages for full companies list

## Tables and Figures

### Table Abbreviation and Acronyms

### Table Research Scope of Energy-Based Hair Removal Device Report

### Table Data Sources of Energy-Based Hair Removal Device Report

### Table Major Assumptions of Energy-Based Hair Removal Device Report

### Figure Market Size Estimated Method

### Figure Major Forecasting Factors

### Figure Energy-Based Hair Removal Device Picture

### Table Energy-Based Hair Removal Device Classification

### Table Energy-Based Hair Removal Device Applications

### Table Drivers of Energy-Based Hair Removal Device Market

### Table Restraints of Energy-Based Hair Removal Device Market

### Table Opportunities of Energy-Based Hair Removal Device Market

### Table Threats of Energy-Based Hair Removal Device Market

### Table Covid-19 Impact For Energy-Based Hair Removal Device Market

### Table Raw Materials Suppliers

### Table Different Production Methods of Energy-Based Hair Removal Device

### Table Cost Structure Analysis of Energy-Based Hair Removal Device

### Table Key End Users

Table Latest News of Energy-Based Hair Removal Device Market

Table Merger and Acquisition

Table Planned/Future Project of Energy-Based Hair Removal Device Market

Table Policy of Energy-Based Hair Removal Device Market

Table 2020-2030 North America Energy-Based Hair Removal Device Market Size

Figure 2020-2030 North America Energy-Based Hair Removal Device Market Size and CAGR

Table 2020-2030 North America Energy-Based Hair Removal Device Market Size by Application

Table 2020-2025 North America Energy-Based Hair Removal Device Key Players Revenue

Table 2020-2025 North America Energy-Based Hair Removal Device Key Players Market Share

Table 2020-2030 North America Energy-Based Hair Removal Device Market Size by Type

Table 2020-2030 United States Energy-Based Hair Removal Device Market Size

Table 2020-2030 Canada Energy-Based Hair Removal Device Market Size

Table 2020-2030 Mexico Energy-Based Hair Removal Device Market Size

Table 2020-2030 South America Energy-Based Hair Removal Device Market Size

Figure 2020-2030 South America Energy-Based Hair Removal Device Market Size and CAGR

Table 2020-2030 South America Energy-Based Hair Removal Device Market Size by Application

Table 2020-2025 South America Energy-Based Hair Removal Device Key Players Revenue

Table 2020-2025 South America Energy-Based Hair Removal Device Key Players Market Share

Table 2020-2030 South America Energy-Based Hair Removal Device Market Size by Type

Table 2020-2030 Brazil Energy-Based Hair Removal Device Market Size

Table 2020-2030 Argentina Energy-Based Hair Removal Device Market Size

Table 2020-2030 Chile Energy-Based Hair Removal Device Market Size

Table 2020-2030 Peru Energy-Based Hair Removal Device Market Size

Table 2020-2030 Asia & Pacific Energy-Based Hair Removal Device Market Size

Figure 2020-2030 Asia & Pacific Energy-Based Hair Removal Device Market Size and CAGR

Table 2020-2030 Asia & Pacific Energy-Based Hair Removal Device Market Size by Application

Table 2020-2025 Asia & Pacific Energy-Based Hair Removal Device Key Players

## Revenue

Table 2020-2025 Asia & Pacific Energy-Based Hair Removal Device Key Players Market Share

Table 2020-2030 Asia & Pacific Energy-Based Hair Removal Device Market Size by Type

Table 2020-2030 China Energy-Based Hair Removal Device Market Size

Table 2020-2030 India Energy-Based Hair Removal Device Market Size

Table 2020-2030 Japan Energy-Based Hair Removal Device Market Size

Table 2020-2030 South Korea Energy-Based Hair Removal Device Market Size

Table 2020-2030 Southeast Asia Energy-Based Hair Removal Device Market Size

Table 2020-2030 Australia Energy-Based Hair Removal Device Market Size

Table 2020-2030 Europe Energy-Based Hair Removal Device Market Size

Figure 2020-2030 Europe Energy-Based Hair Removal Device Market Size and CAGR

Table 2020-2030 Europe Energy-Based Hair Removal Device Market Size by Application

Table 2020-2025 Europe Energy-Based Hair Removal Device Key Players Revenue

Table 2020-2025 Europe Energy-Based Hair Removal Device Key Players Market Share

Table 2020-2030 Europe Energy-Based Hair Removal Device Market Size by Type

Table 2020-2030 Germany Energy-Based Hair Removal Device Market Size

Table 2020-2030 France Energy-Based Hair Removal Device Market Size

Table 2020-2030 United Kingdom Energy-Based Hair Removal Device Market Size

Table 2020-2030 Italy Energy-Based Hair Removal Device Market Size

Table 2020-2030 Spain Energy-Based Hair Removal Device Market Size

Table 2020-2030 Belgium Energy-Based Hair Removal Device Market Size

Table 2020-2030 Netherlands Energy-Based Hair Removal Device Market Size

Table 2020-2030 Austria Energy-Based Hair Removal Device Market Size

Table 2020-2030 Poland Energy-Based Hair Removal Device Market Size

Table 2020-2030 Russia Energy-Based Hair Removal Device Market Size

Table 2020-2030 MEA Energy-Based Hair Removal Device Market Size

Figure 2020-2030 MEA Energy-Based Hair Removal Device Market Size and CAGR

Table 2020-2030 MEA Energy-Based Hair Removal Device Market Size by Application

Table 2020-2025 MEA Energy-Based Hair Removal Device Key Players Revenue

Table 2020-2025 MEA Energy-Based Hair Removal Device Key Players Market Share

Table 2020-2030 MEA Energy-Based Hair Removal Device Market Size by Type

Table 2020-2030 Egypt Energy-Based Hair Removal Device Market Size

Table 2020-2030 Israel Energy-Based Hair Removal Device Market Size

Table 2020-2030 South Africa Energy-Based Hair Removal Device Market Size

Table 2020-2030 Gulf Cooperation Council Countries Energy-Based Hair Removal

## Device Market Size

Table 2020-2030 Turkey Energy-Based Hair Removal Device Market Size

Table 2020-2025 Global Energy-Based Hair Removal Device Market Size by Region

Table 2020-2025 Global Energy-Based Hair Removal Device Market Size Share by Region

Table 2020-2025 Global Energy-Based Hair Removal Device Market Size by Application

Table 2020-2025 Global Energy-Based Hair Removal Device Market Share by Application

Table 2020-2025 Global Energy-Based Hair Removal Device Key Vendors Revenue

Figure 2020-2025 Global Energy-Based Hair Removal Device Market Size and Growth Rate

Table 2020-2025 Global Energy-Based Hair Removal Device Key Vendors Market Share

Table 2020-2025 Global Energy-Based Hair Removal Device Market Size by Type

Table 2020-2025 Global Energy-Based Hair Removal Device Market Share by Type

Table 2025-2030 Global Energy-Based Hair Removal Device Market Size by Region

Table 2025-2030 Global Energy-Based Hair Removal Device Market Size Share by Region

Table 2025-2030 Global Energy-Based Hair Removal Device Market Size by Application

Table 2025-2030 Global Energy-Based Hair Removal Device Market Share by Application

Table 2025-2030 Global Energy-Based Hair Removal Device Key Vendors Revenue

Figure 2025-2030 Global Energy-Based Hair Removal Device Market Size and Growth Rate

Table 2025-2030 Global Energy-Based Hair Removal Device Key Vendors Market Share

Table 2025-2030 Global Energy-Based Hair Removal Device Market Size by Type

Table 2025-2030 Energy-Based Hair Removal Device Global Market Share by Type

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