

India Medical Aesthetics Devices Market By Type of Device (Energy-Based Aesthetic Device, Non-Energy-Based Aesthetic Device), By Application (Skin Resurfacing and Tightening, Body Contouring and Cellulite Reduction, Hair Removal, Facial Aesthetic Procedures, Others), By End User (Hospitals & Clinics, Home Care Settings, Others), By Region, Competition, Forecast and Opportunities, 2020-2030F

<https://marketpublishers.com/r/IF43458EA674EN.html>

Date: August 2024

Pages: 85

Price: US\$ 3,500.00 (Single User License)

ID: IF43458EA674EN

Abstracts

India Medical Aesthetics Devices Market was valued at USD 1.58 billion in 2024 and is anticipated to reach USD 2.56 Billion by 2030, with a CAGR of 8.35% during 2025-2030. Medical Aesthetics Devices, also referred to as cosmetic devices, are specialized medical tools used in non-surgical or minimally invasive procedures aimed at enhancing one's appearance. These devices are integral to the field of medical aesthetics, which focuses on improving cosmetic aspects without resorting to invasive surgery. The procedures performed with these devices address a wide array of concerns, including skin aging, body contouring, hair removal, and tattoo removal, among others. Medical aesthetics devices find applications in various treatments such as skin rejuvenation, wrinkle reduction, scar treatment, hair removal, and cellulite reduction, catering to diverse aesthetic needs. Notably, these devices offer personalized treatment options tailored to individual preferences, thereby enhancing patient satisfaction and driving demand.

Distinguished from traditional surgical methods, medical aesthetics devices are designed to be non-surgical or minimally invasive, minimizing the need for incisions and lengthy recovery periods. Leveraging advanced technologies like lasers, intense pulsed

light (IPL), radiofrequency, and micro needling, these devices ensure precise and targeted treatments. The increasing awareness among the general populace regarding the availability and benefits of aesthetic treatments has led to a surge in patient demand. Aesthetic clinics and device manufacturers adeptly market their offerings, further fueling the demand for medical aesthetic devices. With a preference for procedures requiring minimal downtime, patients seek treatments that seamlessly integrate into their busy schedules.

Key Market Drivers

Technological Advancements

Fractional lasers create tiny treatment zones in the skin, stimulating collagen production and enhancing skin texture. Compared to traditional lasers, these devices offer improved precision and reduced downtime. Picosecond lasers deliver ultra-short energy pulses, making them highly effective for tattoo removal and pigmentation treatments while minimizing damage to surrounding tissue. Intense Pulsed Light (IPL) devices have undergone enhancements in wavelength targeting and energy delivery, increasing their effectiveness for skin rejuvenation and hair removal. Fractional radiofrequency devices utilize controlled energy to create micro-injuries, promoting collagen production and tissue tightening for non-surgical skin rejuvenation. Advanced radiofrequency devices feature real-time temperature monitoring to ensure precise energy delivery and patient safety.

High-Intensity Focused Ultrasound (HIFU) devices offer non-invasive or minimally invasive alternatives to facelifts by delivering focused ultrasound energy for skin lifting and tightening. Some ultrasound devices incorporate real-time imaging to visualize treatment areas, enabling more accurate and personalized treatments. Cryolipolysis devices now include multiple applicators for simultaneous targeting of various areas, reducing treatment duration. Combining microneedling with Radiofrequency (RF) energy enhances collagen stimulation for improved skin tightening and texture. Certain body contouring devices integrate multiple technologies like radiofrequency, vacuum therapy, and laser for comprehensive body shaping during a single treatment session. Diode laser devices have become more efficient and comfortable for hair removal, offering longer-wavelength options suitable for all skin types. Advanced diode lasers like Soprano ICE use a gradual heating method for painless and effective hair removal. Some devices feature Internet of Things (IoT) capabilities for remote monitoring, real-time data tracking, and treatment customization. Cooling mechanisms are often incorporated into advanced devices to enhance patient comfort during treatments. Built-

in safety features prevent over-treatment or overheating, ensuring patient safety. Additionally, certain devices combine multiple modalities in a single platform, enabling practitioners to offer comprehensive treatment options and achieve more tailored results, fostering the development of the India Medical Aesthetics Devices Market.

Increased Awareness

Elevated awareness often results from educational initiatives led by healthcare professionals, aesthetic clinics, and device manufacturers. These efforts aim to educate individuals about available aesthetic treatments, their mechanisms, and expected outcomes. Advertising, spanning traditional and digital media channels, is instrumental in disseminating information about medical aesthetics. Television, social media, magazines, and online platforms showcase before-and-after images and testimonials, informing and captivating potential patients. Influential figures such as celebrities and social media personalities often share their aesthetic journeys, garnering attention and interest in similar procedures. Publications, medical websites, and online forums offer comprehensive insights into aesthetic treatments, including their mechanisms, potential side effects, and recovery times, enabling individuals to make informed choices.

Perusing reviews and testimonials from previous patients who have undergone aesthetic treatments can demystify the process and instill confidence in potential patients. Positive experiences shared by real individuals carry significant influence. As societal beauty ideals evolve, individuals are increasingly considering aesthetic treatments to align with these standards, driving demand. Reduced societal stigma surrounding aesthetic procedures has made people more open about their choices, fostering greater social acceptance of such treatments. Personal endorsements from friends, family, or acquaintances who have had positive aesthetic experiences can sway others to explore treatment options. Favorable word-of-mouth referrals can lead to heightened demand.

Aesthetic clinics frequently organize open houses, workshops, and educational gatherings to introduce prospective patients to various treatments. These events offer individuals an opportunity to learn about different procedures in a supportive and informative environment. The internet has revolutionized access to information, enabling individuals to research aesthetic treatments, device technologies, and potential providers with ease, thus enhancing awareness and understanding. With heightened awareness, individuals feel empowered to discuss their preferences and objectives with healthcare providers confidently. Additionally, increased awareness fosters a greater emphasis on patient safety and ethical standards within the industry. Informed patients

are more cognizant of their rights and expectations from practitioners, bolstering their trust in seeking treatments. This factor will accelerate the demand for the India Medical Aesthetics Devices Market.

Innovative Marketing and Advertising

Effective marketing and advertising campaigns play a crucial role in establishing brand recognition for both aesthetic clinics and the devices they utilize. Well-known brands inspire trust and assurance in consumers. Advertising serves as a platform to educate potential patients about various aesthetic procedures, the advantages of specific devices, and the anticipated outcomes, ensuring access to accurate and pertinent information. Creative advertising often incorporates before-and-after imagery, videos, and visual demonstrations to showcase the efficacy of medical aesthetic devices, aiding potential patients in visualizing potential results. Marketers leverage data and consumer insights to target specific demographics and audiences interested in aesthetic procedures, ensuring that marketing endeavors reach those most inclined towards such treatments. Advertising campaigns frequently feature patient testimonials and reviews, sharing authentic experiences and success stories to build trust and credibility for clinics and devices.

The digital era has introduced innovative marketing strategies via social media, search engine optimization (SEO), content marketing, and email campaigns, enabling clinics and device manufacturers to cost-effectively reach a broader audience. Collaborations with social media influencers and celebrities who have undergone aesthetic treatments or utilize specific devices can significantly influence their followers, rapidly increasing awareness and interest. Engaging content, such as informative blog posts, videos, and interactive webinars, can captivate potential patients and furnish valuable information to encourage consideration of aesthetic treatments. Limited-time offers and discounts for treatments can attract budget-conscious consumers, while creative marketing strategies can create urgency and stimulate demand for such promotions. Some clinics and device manufacturers employ interactive tools or augmented reality (AR) applications, enabling potential patients to visualize potential treatment outcomes, enhancing the decision-making process.

Conducting workshops, webinars, and live events where individuals can learn about aesthetic treatments and devices in hands-on or interactive settings can effectively stimulate demand. Innovative marketing strategies may also encompass loyalty programs, where repeat patients receive incentives or rewards for their continued patronage, fostering patient retention. Clinics may deploy localized advertising

strategies, targeting individuals in their immediate vicinity to attract nearby clientele. Additionally, clinics often invest in online reputation management strategies to encourage positive patient reviews and maintain a robust online presence, influencing consumer decisions. Adherence to advertising regulations ensures that marketing efforts are truthful and transparent, while ethical marketing practices foster consumer trust, driving sustained demand in the long term. This factor will expedite the demand for the India Medical Aesthetics Devices Market.

Key Market Challenges

Competitive Market

Intense competition may lead to price wars, where manufacturers and providers reduce prices to attract customers. While this may benefit consumers in the short term, it can impact the long-term sustainability and profitability of businesses. To stay competitive, companies must continually innovate and develop new technologies and devices. This requires significant investment in research and development, which can be challenging for smaller players in the market. In a competitive market, companies often need to invest heavily in marketing and advertising to stand out. This can strain budgets, especially for smaller clinics and manufacturers. The pressure to remain competitive can sometimes lead to compromises in the quality of products and services. Maintaining high quality while managing costs is a constant challenge. In some regions or segments of the market, intense competition can lead to market saturation, making it challenging for new entrants to gain a foothold. A competitive market often sees companies rushing products to market. This can create challenges in terms of ensuring full compliance with regulatory standards, potentially resulting in regulatory issues. It can be challenging for companies to differentiate their brand and offerings from competitors. This is especially true when many providers offer similar treatments and devices.

Price Sensitivity

Aesthetic devices and treatments can be expensive. The upfront cost of acquiring and maintaining devices and the price of individual procedures can deter price-sensitive consumers. High prices can create barriers to entry for individuals who would like to undergo aesthetic treatments but cannot afford them. This limits the market's potential reach. India has significant economic disparities, with a wide range of income levels. Price sensitivity is more pronounced among individuals with lower incomes who may find aesthetic treatments financially out of reach. In a competitive market, some providers may engage in price wars, lowering the cost of procedures to attract budget-

conscious consumers. While this can benefit patients, it can impact the sustainability of businesses. Clinics may offer discounts and promotions to attract price-sensitive consumers. While this can drive demand, it may reduce profitability for providers. Price-sensitive consumers often weigh the perceived value of a procedure against the cost. Providers must demonstrate the effectiveness and long-term benefits of treatments to justify their prices. Some price-sensitive consumers may be more willing to undergo treatments if flexible payment options, installment plans, or financing are available to make the cost more manageable. Providers need to invest in educating potential patients about the long-term cost-effectiveness of certain aesthetic procedures compared to repeated spending on temporary solutions.

Key Market Trends

Demand for Skin Rejuvenation

India, like many other countries, has a growing aging population. As people age, they tend to seek treatments to address signs of aging, such as wrinkles, fine lines, and sagging skin. Skin rejuvenation procedures offer effective solutions to these concerns. Many skin rejuvenation treatments are minimally invasive or non-invasive, making them attractive to individuals who prefer less downtime and lower risks compared to surgical options. Skin rejuvenation procedures can effectively improve skin texture, reduce pigmentation irregularities, and address sun damage. These treatments aim to restore a more youthful and radiant appearance. Continuous advancements in medical aesthetics devices, including fractional lasers, radiofrequency technology, and intense pulsed light (IPL), have made skin rejuvenation treatments more precise and comfortable for patients. Modern devices allow for customized treatment plans tailored to the specific needs of individual patients. This customization enhances patient satisfaction and outcomes. Non-invasive or minimally invasive skin rejuvenation procedures typically require minimal downtime, enabling patients to return to their daily activities more quickly. Skin rejuvenation treatments are often sought as anti-aging solutions, helping individuals maintain a more youthful appearance as they age.

Segmental Insights

Type of Device Insights

In 2024, the India Medical Aesthetics Devices Market largest share was held by Energy-Based Aesthetic Device segment and is predicted to continue expanding over the coming years. Energy-based aesthetic devices encompass a wide range of

technologies, including lasers, radiofrequency, ultrasound, and intense pulsed light (IPL) devices. These technologies offer a versatile array of treatment options, making them suitable for various aesthetic concerns, including skin rejuvenation, hair removal, body contouring, and tattoo removal. Many energy-based devices are effective at targeting specific aesthetic concerns without the need for surgery or invasive procedures. Patients often prefer non-invasive or minimally invasive treatments to reduce downtime and discomfort. Energy-based devices have benefited from continuous advancements in technology, leading to increased safety, precision, and effectiveness. This attracts both patients and healthcare professionals looking for state-of-the-art solutions. Procedures like laser skin resurfacing, fractional laser treatments, and IPL therapies fall under the energy-based device category and are popular choices for addressing skin irregularities, pigmentation issues, and signs of aging, contributing to the segment's growth. Laser hair removal is one of the most sought-after aesthetic procedures. Energy-based devices are highly effective for hair reduction and removal, and this application drives the demand for such devices. Energy-based devices, such as radiofrequency and ultrasound machines, are used for non-surgical body contouring and fat reduction. These treatments offer patients a non-invasive alternative to traditional liposuction procedures.

Application Insights

In 2024, the India Medical Aesthetics Devices Market largest share was held by Skin Resurfacing and Tightening segment and is predicted to continue expanding over the coming years. Skin resurfacing and tightening procedures encompass a wide range of treatments, including laser skin resurfacing, radiofrequency skin tightening, microdermabrasion, and chemical peels. These procedures address common concerns such as wrinkles, fine lines, sagging skin, and skin texture irregularities, making them highly sought after. Many skin resurfacing and tightening treatments are non-invasive or minimally invasive, which appeals to patients who prefer less downtime and fewer risks associated with surgical procedures. This trend towards non-surgical treatments has boosted the popularity of devices used for skin rejuvenation. Skin resurfacing and tightening procedures are often used as anti-aging solutions. As the population ages and seeks ways to maintain a youthful appearance, the demand for devices that can address signs of aging like wrinkles and sagging skin has increased. Non-invasive or minimally invasive skin resurfacing and tightening treatments typically require minimal downtime, allowing patients to return to their daily activities more quickly. This convenience is a significant factor in their popularity. Continuous advancements in medical aesthetic devices, such as fractional lasers, radiofrequency devices, and ultrasound technology, have made these treatments more effective, precise, and

comfortable for patients.

Regional Insights

The North India region dominated the India Medical Aesthetics Devices Market in 2024. North India includes major metropolitan areas such as Delhi, NCR (National Capital Region), and cities in states like Punjab, Haryana, and Uttar Pradesh. These urban centers have witnessed rapid economic growth and urbanization, leading to higher disposable incomes and increased demand for aesthetic procedures and devices. Delhi has become a hub for medical tourism, including medical aesthetics. Patients from not only other parts of India but also from neighboring countries seek treatments in North India. The availability of advanced medical facilities and skilled practitioners contributes to the region's dominance. North India has a higher concentration of aesthetic clinics, dermatologists, and plastic surgeons. These professionals provide a wide range of medical aesthetic services and often adopt the latest technologies and devices, contributing to the market's growth. The presence of renowned medical institutions and research centers in North India fosters a culture of innovation and training in the medical aesthetics field. This encourages the adoption of new technologies and practices.

Key Market Players

Piramal Enterprises Ltd.

Bausch & Lomb India Private Limited

Cutera Healthcare Pvt Ltd

Lumenis Be Ltd.

Johnson & Johnson Private Limited

DENTSPLY SIRONA Inc.

Zimmer India Pvt. Ltd.

Alcon Laboratories (India) Private Limited

ALMA LASERS LTD.

Report Scope:

In this report, the India Medical Aesthetics Devices Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

India Medical Aesthetics Devices Market, By Type of Device:

Energy-Based Aesthetic Device

Non-Energy-Based Aesthetic Device

India Medical Aesthetics Devices Market, By Application:

Skin Resurfacing and Tightening

Body Contouring and Cellulite Reduction

Hair Removal

Facial Aesthetic Procedures

Others

India Medical Aesthetics Devices Market, By End-User:

Hospitals & Clinics

Home Care Settings

Others

India Medical Aesthetics Devices Market, By Region:

North India

South India

East India

West India

Competitive Landscape

Company Profiles: Detailed analysis of the major companies presents in the India Medical Aesthetics Devices Market.

Available Customizations:

India Medical Aesthetics Devices Market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up to five).

Contents

1. PRODUCT OVERVIEW

- 1.1. Market Definition
- 1.2. Scope of the Market
 - 1.2.1. Markets Covered
 - 1.2.2. Years Considered for Study
 - 1.2.3. Key Market Segmentations

2. RESEARCH METHODOLOGY

- 2.1. Objective of the Study
- 2.2. Baseline Methodology
- 2.3. Key Industry Partners
- 2.4. Major Association and Secondary Sources
- 2.5. Forecasting Methodology
- 2.6. Data Triangulation & Validation
- 2.7. Assumptions and Limitations

3. EXECUTIVE SUMMARY

- 3.1. Overview of the Market
- 3.2. Overview of Key Market Segmentations
- 3.3. Overview of Key Market Players
- 3.4. Overview of Key Regions/Countries
- 3.5. Overview of Market Drivers, Challenges, and Trends

4. VOICE OF CUSTOMER

5. INDIA MEDICAL AESTHETICS DEVICES MARKET OUTLOOK

- 5.1. Market Size & Forecast
 - 5.1.1. By Value & Volume
- 5.2. Market Share & Forecast
 - 5.2.1. By Type of Device (Energy-Based Aesthetic Device, Non-Energy-Based Aesthetic Device)
 - 5.2.2. By Application (Skin Resurfacing and Tightening, Body Contouring and Cellulite Reduction, Hair Removal, Facial Aesthetic Procedures, Others)

- 5.2.3. By End User (Hospitals & Clinics, Home Care Settings, Others)
- 5.2.4. By Region (North India, South India, East India, West India)
- 5.2.5. By Company (2024)
- 5.3. Product Market Map

6. INDIA ENERGY-BASED AESTHETIC DEVICE MARKET OUTLOOK

- 6.1. Market Size & Forecast
 - 6.1.1. By Value
- 6.2. Market Share & Forecast
 - 6.2.1. By Application
 - 6.2.2. By End User

7. INDIA NON-ENERGY-BASED AESTHETIC DEVICE MARKET OUTLOOK

- 7.1. Market Size & Forecast
 - 7.1.1. By Value
- 7.2. Market Share & Forecast
 - 7.2.1. By Application
 - 7.2.2. By End User

8. MARKET DYNAMICS

- 8.1. Drivers
- 8.2. Challenges

9. MARKET TRENDS & DEVELOPMENTS

- 9.1. Merger & Acquisition
- 9.2. Product Development
- 9.3. Recent Developments

10. POLICY & REGULATORY LANDSCAPE

11. PORTERS FIVE FORCES ANALYSIS

- 11.1. Competition in the Industry
- 11.2. Potential of New Entrants
- 11.3. Power of Suppliers

- 11.4. Power of Customers
- 11.5. Threat of Substitute Products

12. INDIA ECONOMIC PROFILE

13. PRICING ANALYSIS

14. COMPETITIVE LANDSCAPE

- 14.1. Piramal Enterprises Ltd.
 - 14.1.1. Business Overview
 - 14.1.2. Product & Service Offerings
 - 14.1.3. Recent Developments
 - 14.1.4. Key Personnel
 - 14.1.5. SWOT Analysis
- 14.2. Bausch & Lomb India Private Limited
- 14.3. Cutera Healthcare Pvt Ltd
- 14.4. Lumenis Be Ltd.
- 14.5. Johnson & Johnson Private Limited
- 14.6. DENTSPLY SIRONA Inc.
- 14.7. Zimmer India Pvt. Ltd.
- 14.8. Alcon Laboratories (India) Private Limited
- 14.9. ALMA LASERS LTD.

15. STRATEGIC RECOMMENDATIONS

16. ABOUT US & DISCLAIMER

I would like to order

Product name: India Medical Aesthetics Devices Market By Type of Device (Energy-Based Aesthetic Device, Non-Energy-Based Aesthetic Device), By Application (Skin Resurfacing and Tightening, Body Contouring and Cellulite Reduction, Hair Removal, Facial Aesthetic Procedures, Others), By End User (Hospitals & Clinics, Home Care Settings, Others), By Region, Competition, Forecast and Opportunities, 2020-2030F

Product link: <https://marketpublishers.com/r/IF43458EA674EN.html>

Price: US\$ 3,500.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/IF43458EA674EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below
and fax the completed form to +44 20 7900 3970