

# **UAE Medical Aesthetic Devices Market By Type of Device (Energy-Based Aesthetic Device {Laser-Based Aesthetic Device, Radiofrequency-Based Aesthetic Device, Light-Based Aesthetic Device, Others} and Non-Energy-Based Aesthetic Device {Aesthetic Botulinum Toxin, Microdermabrasion, Implants, Others}), 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, 2019-2029F**

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## **Abstracts**

UAE Medical Aesthetic Devices Market was valued at USD 207.21 Million in 2023 and is anticipated to project impressive growth in the forecast period with a CAGR of 6.24% through 2029. The UAE Medical Aesthetic Devices Market is driven by increasing demand for minimally invasive and non-invasive aesthetic procedures, fueled by a growing awareness of cosmetic treatments and rising disposable incomes.

Technological advancements, such as laser-based devices and advanced skin tightening solutions, are attracting more consumers. The market benefits from a burgeoning medical tourism sector, with the UAE becoming a hub for high-quality cosmetic procedures. Regulatory support and the presence of skilled professionals further enhance market growth. The cultural shift towards beauty and wellness, along with a higher prevalence of skin-related issues due to harsh climatic conditions, also

contribute to the expanding market for aesthetic devices in the region.

## Key Market Drivers

### Growing Demand for Minimally Invasive and Non-Invasive Procedures

The rising preference for minimally invasive and non-invasive procedures is a primary driver of the UAE Medical Aesthetic Devices Market. These procedures typically offer reduced recovery times, less pain, and fewer complications compared to traditional surgical methods, making them highly attractive to patients. The advent of technologies such as laser treatments, radiofrequency, and ultrasound devices has revolutionized the aesthetic industry, providing effective solutions for skin tightening, wrinkle reduction, and body contouring without the need for surgery. The increasing availability of these advanced technologies in the UAE is drawing more consumers seeking cosmetic enhancements with minimal downtime, thus boosting the demand for medical aesthetic devices.

### Technological Advancements

Technological innovation is a critical factor propelling the growth of the medical aesthetic devices market in the UAE. The development of new and improved devices, such as fractional lasers, intense pulsed light (IPL) systems, and advanced radiofrequency devices, has expanded the range of treatments available and improved their efficacy and safety. These advancements have made it possible to treat a variety of aesthetic concerns more effectively, including skin rejuvenation, hair removal, and fat reduction. The integration of artificial intelligence and machine learning in aesthetic devices is enhancing treatment precision and outcomes, further driving market growth.

### Rising Disposable Income and Spending on Aesthetics

The increase in disposable income among the UAE population is significantly contributing to the growth of the medical aesthetic devices market. Higher income levels are leading to greater spending on personal care and aesthetic treatments, as individuals are more willing and able to invest in their appearance. The UAE's robust economic environment and high standard of living support this trend, with consumers prioritizing cosmetic procedures as part of their lifestyle choices. This financial capacity allows a larger segment of the population to afford advanced aesthetic treatments, thereby driving the demand for medical aesthetic devices.

## Booming Medical Tourism

The UAE has emerged as a leading destination for medical tourism, particularly for cosmetic and aesthetic treatments. World-class healthcare facilities, coupled with highly skilled medical professionals, attract patients from across the globe seeking quality aesthetic procedures. Ambulatory Healthcare Services (AHS), a subsidiary of PureHealth, is expanding its medical services in Abu Dhabi and Al Ain. The organization is increasing the availability of specialist services and extending operational hours throughout its network. These improvements are expected to benefit the region's travel and tourism sectors, particularly medical tourism, by offering enhanced and more accessible healthcare options.

The government's strategic initiatives to promote medical tourism, including the development of healthcare infrastructure and streamlined visa processes, have bolstered this sector. The influx of international patients not only boosts the local healthcare industry but also drives the demand for medical aesthetic devices, as clinics and hospitals strive to offer the latest and most effective treatments to attract and retain patients.

## Key Market Challenges

### High Cost of Advanced Aesthetic Devices

One of the primary challenges facing the UAE Medical Aesthetic Devices Market is the high cost associated with advanced aesthetic devices. The latest technologies in the aesthetic field, such as laser treatments, radiofrequency devices, and sophisticated imaging systems, come with significant price tags. This can be a substantial barrier for small and medium-sized clinics and aesthetic centers that may not have the financial capacity to invest in these cutting-edge devices. The high initial investment required for purchasing and maintaining these devices can limit the accessibility of advanced aesthetic treatments to a broader population, potentially slowing market growth.

### Intense Market Competition

The UAE Medical Aesthetic Devices Market is highly competitive, with numerous established players vying for market share. The presence of global giants and local manufacturers creates a competitive landscape where companies must continuously innovate and offer superior products to stay ahead. This intense competition can lead to price wars, reducing profit margins for manufacturers and distributors. The constant

need to differentiate products and services through innovation, marketing, and customer service can strain resources and impact the sustainability of smaller firms, making it challenging for new entrants to establish a foothold in the market.

## Key Market Trends

### High Prevalence of Skin-Related Issues

The harsh climatic conditions in the UAE, characterized by intense sun exposure and high temperatures, contribute to a higher prevalence of skin-related issues among the population. According to an article titled, “Healthcare Resource Utilization and Direct Cost of Patients with Atopic Dermatitis in Dubai, United Arab Emirates: A Retrospective Cohort Study”, This study highlighted that AD is prevalent in Dubai (UAE), affecting approximately 4–5% of the population. Most patients, around 90%, receive treatment from specialists. However, there is a notable underutilization of advanced therapies, including biologics. The study also found that moderate-to-severe cases of AD are linked to significant direct medical expenses, which could potentially be managed more effectively through early intervention. Treatment decisions for AD should prioritize addressing key factors contributing to healthcare resource utilization costs, such as hospitalizations, comorbidities, and infections.

However, conditions such as hyperpigmentation, sunburn, and premature aging are common, driving individuals to seek effective aesthetic treatments. Medical aesthetic devices that address these skin concerns, such as laser therapy for pigmentation and anti-aging treatments, are in high demand. The increasing need to combat the effects of the environment on the skin propels the adoption of these devices, thus driving market growth.

### Presence of Skilled Professionals

The availability of highly skilled and trained professionals in the UAE is a significant driver of the medical aesthetic devices market. The country attracts top-tier medical talent from around the world, ensuring that patients have access to expert care and advanced treatments. The expertise of these professionals enhances the credibility and reliability of aesthetic procedures, encouraging more individuals to opt for such treatments. Continuous professional development and training programs ensure that practitioners remain updated with the latest advancements and techniques in the field, further driving the adoption and utilization of medical aesthetic devices in the region.

## Segmental Insights

### Type of Device Insights

Based on the Type of Device, energy-based aesthetic devices are currently dominating, driven by several key factors. Technological advancements in this sector have led to the development of sophisticated laser systems, intense pulsed light (IPL), radiofrequency (RF), and ultrasound devices. These innovations provide effective, safe, and versatile treatments for a variety of aesthetic concerns, such as skin resurfacing, tightening, and body contouring. The precision and efficacy of energy-based treatments make them highly attractive to both practitioners and patients.

The growing demand for minimally invasive and non-invasive procedures is another significant driver. Energy-based devices offer treatments with little to no downtime, minimal discomfort, and fewer complications compared to traditional surgical methods. This aligns well with the preferences of the UAE's affluent population, which prioritizes convenience and quick recovery times. The increasing awareness and acceptance of aesthetic procedures in the UAE have contributed to the popularity of these advanced technologies. The effectiveness of energy-based devices in addressing common skin issues exacerbated by the UAE's harsh climatic conditions, such as hyperpigmentation and premature aging, further boosts their demand. Clinics and aesthetic centers in the UAE are keen to adopt the latest energy-based technologies to meet the rising expectations of their clients, ensuring they can offer the most up-to-date and efficient treatments available.

### Application Insights

Based on the Application segment, skin resurfacing and tightening procedures are currently dominating. The harsh climatic conditions in the UAE, characterized by intense sun exposure, lead to common skin issues such as sun damage, hyperpigmentation, and premature aging. As a result, there is a high demand for treatments that can effectively address these concerns, making skin resurfacing and tightening extremely popular. These procedures cater to a broad demographic, from younger individuals seeking preventive measures to older individuals aiming to restore a youthful appearance. The cultural emphasis on beauty and youthfulness in the UAE further drives the demand for these treatments. Social media and celebrity endorsements also play a significant role, as they perpetuate beauty standards that prioritize flawless and youthful skin. Technological advancements in energy-based devices, such as laser and radiofrequency systems, have made these procedures more effective and safer,

enhancing their appeal. Clinics and aesthetic centers in the UAE invest heavily in the latest technologies to meet the rising expectations of their clients, further solidifying the dominance of skin resurfacing and tightening procedures in the market.

## Regional Insights

Dubai stand out as the dominated region in the UAE Medical Aesthetic Devices Market, propelled by its robust economic environment, advanced healthcare infrastructure, and status as a global tourism destination. The city's economic vibrancy attracts a diverse population, including affluent residents and international visitors, who prioritize aesthetic treatments. Dubai's healthcare sector is renowned for its cutting-edge facilities and skilled professionals, equipped with state-of-the-art aesthetic devices ranging from laser systems to advanced radiofrequency and ultrasound technologies. This comprehensive infrastructure not only meets local demand but also caters to a thriving medical tourism industry, drawing patients from around the world seeking top-tier cosmetic procedures. The combination of economic prosperity, sophisticated healthcare facilities, and a cosmopolitan clientele firmly establishes Dubai as the leading hub for medical aesthetic devices in the UAE.

## Key Market Players

Allergan Middle East Ltd.

Alma UAE

Johnson & Johnson Middle East FZ LLC

Dubimed Medical Supplies Trading Llc

Vitateck Medical Equipment Trading Llc

Helix Medical Solutions

Spectronix Trading Llc

Meditek Aesthetics & Medical Equipments Trading

Biotec UAE Medical

## Report Scope:

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

### UAE Medical Aesthetic Devices Market, By Type of Device:

Energy-Based Aesthetic Device

Non-Energy-Based Aesthetic Device

### UAE Medical Aesthetic Devices Market, By Application:

Skin Resurfacing and Tightening

Body Contouring and Cellulite Reduction

Hair Removal

Facial Aesthetic Procedures

Others

### UAE Medical Aesthetic Devices Market, By End User:

Hospitals & Clinics

Home Care Settings

Others

### UAE Medical Aesthetic Devices Market, By Region:

Abu Dhabi

Dubai

Sharjah

Rest of UAE

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the UAE Medical Aesthetic Devices Market.

Available Customizations:

UAE Medical Aesthetic 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).



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