

Noninvasive Fat Reduction Market Size and Forecast (2021 - 2031), Global and Regional Share, Trend, and Growth Opportunity Analysis Report Coverage: By Technology (Cryolipolysis, Laser Lipolysis, Ultrasound, and Others), End User (Hospitals, Dermatology Clinics & Cosmetic Clinics, and Others), and Geography (North America, Europe, Asia Pacific, Middle East & Africa, and South & Central America)

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Abstracts

The noninvasive fat reduction market size is projected to grow from US\$ 1.8 billion in 2023 to US\$ 6.1 billion by 2031; the market is estimated to record a CAGR of 16.5% during 2023–2031. The rising demand for nonsurgical fat reduction procedures propels the noninvasive fat reduction market growth. However, complications associated with noninvasive fat reduction procedures impede the market growth.

Report Segmentation and Scope:

The noninvasive fat reduction market analysis has been carried out by considering the following segments: technology and end user.

Growth Drivers:

Rising Demand for Nonsurgical Fat Reduction Procedures

Nonsurgical fat reduction involves the removal of fat cells from target areas by inducing apoptosis, which can result in the reduction of subcutaneous fat pockets (fat deposited

beneath the skin and above the muscle). Nonsurgical fat reduction procedures implement advanced techniques such as cryolipolysis, injection lipolysis, radiofrequency lipolysis, and laser lipolysis.

Fig: Number of Nonsurgical Fat Reduction Procedures—Global and Country-Wise Data

Nonsurgical Fat Reduction (2021)

Country No. of Procedures % Change 2020 vs 2021 (Global)

Global 730,980 + 30.40%

US 217,277

Mexico 27,895

Germany 11,455

Italy 9,816

Spain 7,056

Japan 122,696

India 9,600

Brazil 33,720

Argentina 55,360

Source: International Society of Aesthetic Plastic Surgery Report

Fig: Number of Nonsurgical Fat Reduction Procedures Performed in 2021 by Age Group

Age Group No. of Procedures

18 Years or Younger 24,488

19–34 Years 284,790

35–50 Years 323,166

51–64 Years 87,937

65 Years and Older 10,599

Source: International Society of Aesthetic Plastic Surgery Report

Fig: Nonsurgical Fat Reduction Procedures Performed in 2021 by Gender

Female Male

605,669 125,311

Source: International Society of Aesthetic Plastic Surgery Report

By technology, the noninvasive fat reduction market is segmented into cryolipolysis, laser lipolysis, ultrasound, and others. The cryolipolysis segment held the largest noninvasive fat reduction market share in 2023 and is anticipated to register the highest CAGR of 17.8% during 2023–2031. Cryolipolysis, commonly known as "CoolSculpting," is a procedure implemented to break down fat cells by exposing the targeted area to cold temperatures. It is one of the most safe and effective cosmetic procedures performed worldwide for localized fat reduction. The American Society of Plastic Surgeons 2024 report revealed that 450,000 cryolipolysis procedures were performed globally.

Regional Analysis:

The scope of the noninvasive fat reduction market report entails North America, Europe, Asia Pacific, South & Central America, and the Middle East & Africa. In 2022, North America held the largest noninvasive fat reduction market share. The US is the largest contributor to the market in North America. Rising consciousness among Americans to improve physical appearance and overall wellness has been observed. Americans adopt body contouring procedures post-bariatric surgeries to sculpt their body in order to improve their overall physique. According to the American Society of Plastic Surgeons 2024 report, approx. 70% of Americans are transitioning toward nonsurgical fat reduction procedures to quickly tackle obesity.

Table: Number of Nonsurgical Fat Reduction Procedures and Nonsurgical Procedures Performed in US

Parameters Estimates % of Nonsurgical Fat Reduction Procedures From Total Nonsurgical Procedures

Total Nonsurgical Procedures 528,527 41.1%

Nonsurgical Fat Reduction 217,277

Source: International Society of Aesthetic Plastic Surgery (ISAPS) report, 2021

The International Society of Aesthetic Plastic Surgery (ISAPS) report further reveals that nonsurgical fat reduction procedures in the US accounted for 29.1% of the total nonsurgical procedures performed in 2021. Among all the nonsurgical fat reduction procedures in the US, “CoolSculpting” is highly adopted.

Table: Average CoolSculpting Procedure Cost in US States (Approx.)

State Average Cost US\$ (Approx.)

New York (New York) 2,000–4,000

Chicago (Illinois) 2,000–4,000

Miami (Florida) 1,000–4,000

Austin (Texas) 1,000–4,000

Los Angeles (California) 1,500–4,000

Source: AEDIT, LLC., FEBRUARY 2022 STATS FROM THE WEBSITE

Therefore, the high adoption of “CoolSculpting” procedures for fat reduction among US citizens is the key factor influencing the noninvasive fat reduction market.

Industry Developments and Future Opportunities:

Various strategic developments by leading players operating in the noninvasive fat reduction market are listed below:

- In March 2023, CUTERA, INC.'s "truBody" brand is an award-winning product that is clinically proven technologies for a customized, convenient, and complete approach to fat reduction and muscle toning with 15-minute treatment options. The truBody brand's "truSculpt" is intended for fat reduction for muscle toning and is a fast and effective combination approach, allowing practitioners and patients to achieve optimal results.

Noninvasive Fat Reduction Market Trends

Robotics to Perform Noninvasive Fat Reduction Procedures

Companies are trying to launch technologically advanced, noninvasive, fat-reducing products. Dominion Aesthetic Technologies, Inc.'s EON is one such example. EON includes a programmable articulated robotic arm that uses sensors to map the body's unique topography, providing 100% personalized treatment. Also, the programmable articulated robotic arm understands the body better than other fat contouring machines; it is capable of mapping the entire treatment area, reducing the chances of irregular results and increasing comfort levels. EON is an FDA-cleared product that has been proven safe, effective, and better than laser treatment. Laser treatment targets unwanted fat cells, while EON targets only abdominal fat without causing any harm to the rest of the body, producing effective results. For example, during the apoptosis procedure, EON permanently removes subcutaneous fat cells by delivering consistent and powerful laser energy through the robotic arm, whereas jet impingement ensures a comfortable and safe patient experience. Treatment by EON takes about 20 minutes, with the whole treatment being completed within 60 minutes, requiring no downtime. This treatment time is remarkably short compared to other fat-reduction treatment machines that exist in the market. Therefore, such advanced robotic delivery technologies provide effective fat reduction results and patient safety in the long run. Thus, the use of robotics to perform noninvasive fat reduction procedures acts as a new trend that is likely to boost the noninvasive fat reduction market growth in the coming years.

Competitive Landscape and Key Companies:

Cynosure LLC, Alma Lasers Ltd, Cutera Inc, Fotona, Sciton, Inc., Lynton Lasers Ltd, Solta Medical, Lumenis, Venus Concept Inc, and Candela Corporation are among the prominent companies profiled in the noninvasive fat reduction market report. These

companies focus on developing new technologies, upgrading existing products, and expanding their geographic presence to meet the growing consumer demand worldwide.

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