

# **North America Aesthetic Medical Devices Market Forecast to 2031 - Regional Analysis - by Technology (Laser-Based, Light-Based, Electromagnetic Energy- Based, Ultrasound-Based, Cryolipolysis, Suction- Based, and Plasma Energy-Based), Application (Facial Skin Resurfacing, Photorejuvenation, Hair Removal, Fat Reduction and Body Contouring, Skin Tightening, Cellulite Reduction, Feminine Rejuvenation, Tattoos and Pigmentation, Acne and Acne Scars, Vascular Lesions, and Others), and End User (Dermatology and Cosmetic Clinics, Hospitals and Clinics, Medical Spas, and Home Use)**

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## **Abstracts**

The North America aesthetic medical devices market was valued at US\$ 6,982.44 million in 2023 and is expected to reach US\$ 16,367.52 million by 2031; it is estimated to register a CAGR of 11.2% from 2023 to 2031.

### **Rise in Medical Tourism Worldwide Fuels North America Aesthetic Medical Devices Market**

Mexico is becoming hotspot for medical tourism destination. According to the Medical Tourism Index, Mexico has emerged as a top medical tourism destination, attracting patients from all over the world, especially from the US and Canada. Medical institutions in the country offer affordable, high-quality cosmetic operations. A few of the country's

most skilled and experienced plastic surgeons practice with them to achieve positive results. In 2020, over 74,000 liposuctions were performed in Mexico, making it the most common plastic surgery procedure in the country. Also, breast lifts procedures in Mexico accounted for over 58,000. Also, Mexico City had the highest density of plastic surgeons per population as of February 2020, with 434 licensed physicians practicing that specialty. Therefore, with flourishing medical tourism, the demand for aesthetic procedures is likely to surge, thereby bolstering the demand for aesthetic medical devices in the coming years. Low-cost procedures without any compromise on treatment quality, and reduced medical costs are the prime factors resulting in the growth of medical tourism, which, in turn, is expected to generate significant opportunities for the market growth.

### North America Aesthetic Medical Devices Market Overview

Noninvasive In the US, the number of aesthetic procedures has increased significantly over the last 10 years. Also, technological developments have increased the number of minimally invasive and noninvasive procedures. According to the American Society of Plastic Surgeons, in 2022, 26.2 million surgical and minimally invasive operations were carried out in the US. Additionally, as per ASAPS 2020, 15.6 million cosmetic procedures were recorded in 2020, which included ~2.3 million cosmetic surgical and 13.2 million cosmetic minimally invasive procedures. Intense pulsed light (IPL) treatment is among the top 5 cosmetic minimally invasive procedures, with over 827,000 IPL procedures performed in the country in 2020. The rise in the development of noninvasive and minimally invasive medical aesthetic devices and the exponential rise in aesthetic procedures are driving the market growth.

Furthermore, changing beauty standards, increased consciousness about looks, and high disposable income in the country. The expenditures on aesthetic procedures are rising significantly; approximately US\$ 20 billion were spent in 2020. Therefore, rising number of aesthetic procedures and increasing expenditures on healthcare are likely to support the market growth during the forecast period.

### North America Aesthetic Medical Devices Market Revenue and Forecast to 2031 (US\$ Million)

### North America Aesthetic Medical Devices Market Segmentation

The North America aesthetic medical devices market is categorized into technology, application, end user, and country.

Based on technology, the North America aesthetic medical devices market is divided into laser-based, light-based, electromagnetic energy-based, ultrasound-based, cryolipolysis, suction-based, and plasma energy-based. The laser-based segment held the largest North America aesthetic medical devices market share in 2023.

In terms of application, the North America aesthetic medical devices market is segmented into facial skin resurfacing, photorejuvenation, hair removal, fat reduction and body contouring, skin tightening, cellulite reduction, feminine rejuvenation, tattoos and pigmentation, acne and acne scars, vascular lesions, and others. The acne and acne scars segment held the largest North America aesthetic medical devices market share in 2023.

By end user, the North America aesthetic medical devices market is divided dermatology and cosmetic clinics, hospitals and clinics, medical spas, and home use. The dermatology and cosmetic clinics segment held the largest North America aesthetic medical devices market share in 2023.

By country, the North America aesthetic medical devices market is categorized into the US, Canada, and Mexico. The US dominated the North America aesthetic medical devices market share in 2023.

Asclepion Laser Technologies GmbH, Merz Pharma GmbH & Co KGaA, Bausch Health Companies Inc, Lumenis Be Ltd, Venus Concept Inc, Cutera Inc, Fotona, InMode, and Cynosure LLC. are some of the leading companies operating in the North America aesthetic medical devices markets.

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