

South America Aesthetic Medical Devices Market Forecast to 2028 - COVID-19 Impact and Regional Analysis - by Technology {Laser-Based (Alexandrite, Diode, ND:YAG, CO2, ER:YAG, PDL, and Others), Light-Based (IPL and LED), Electromagnetic Energy-Based [Infrared-Based, Radiofrequency-Based, Non-Laser (Hydradermabrasion), and Others], 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 & 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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- Single User Price \$3000.00
- Site Price \$4000.00
- Enterprise Price \$5000.00

Report description:

The aesthetic medical devices market in SAM is expected to grow from US\$ 929.17 million in 2022 to US\$ 1,743.17 million by 2028. It is estimated to grow at a CAGR of 11.1% from 2022 to 2028.

Increasing Prevalence of Skin Disorders and Rising Awareness about Beauty Devices

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The rising prevalence of disorders such as dermatitis, acne, psoriasis, and other skin anomalies such as warts, moles, and lesions is creating the demand for aesthetic medical devices. Additionally, changing beauty standards and the beauty industry are creating the demand for aesthetic medical devices, thereby driving the growth of the aesthetic medical devices market. Moreover, the rising geriatric population prone to wrinkles and aging is boosting the demand for antiaging, toning, and skin rejuvenation treatment to hide the signs of aging. On the other hand, the rise in consumer awareness about skincare treatments is increasing medspas and skin clinics to provide affordable skin treatments for various skin conditions, thereby boosting the demand for aesthetic medical devices. Furthermore, the increase in technological advancement and surge in R&D activities is leading to the launch of new and innovative devices for skincare treatments. In addition, there has been an increase in demand and inclination toward home-based skincare devices, which are portable. These devices are based on microcurrent and ultrasonic technique technology. Furthermore, increasing awareness about appearance, rising consumer awareness about skincare devices, and increasing demand for aesthetics are generating the demand for aesthetic medical devices. The rising demand for laser treatments, body contouring, and skin tightening promotes market growth. Hence, the factors mentioned above drive the aesthetic medical devices market growth.

Market Overview

The SAM aesthetic medical devices market is segmented into Brazil, Argentina, and SAM. The regional market growth is attributed to various factors such as increasing demand for minimally invasive procedures and cosmetic surgeries, developing healthcare facilities, growing technological advancements, and rising demand for aesthetics across the region. Additionally, geographical expansion and new product launches by various market players in the region are expected to create ample opportunities for the growth of the SAM aesthetic medical devices market during the forecast period. Furthermore, huge geriatric population across the region demands aesthetic medical devices to deal with the signs of aging. After the US, Brazil recorded the second-highest number of the cosmetic procedures in 2020, which attracts business opportunities in the region. Brazil has a high number of plastic surgeries due to open-minded customer base. It is one of the countries where this type of procedure is most widely practiced. According to statistics recently published by the International Society of Aesthetic Plastic Surgery (ISAPS), 1,929,359 cosmetic procedures were recorded across Brazil in 2020. All these factors promote the growth of the aesthetic medical devices market in SAM.

SAM Aesthetic Medical Devices Market Revenue and Forecast to 2028 (US\$ Million)

SAM Aesthetic Medical Devices Market Segmentation

The SAM aesthetic medical devices market is segmented into technology, application, end user, and country. Based on technology, the market is segmented into laser-based, light-based, electromagnetic energy-based, ultrasound-based, cryolipolysis, suction-based, and plasma energy-based. The laser-based segment registered the largest market share in 2022.

Based on application, the SAM aesthetic medical devices market is segmented into facial skin resurfacing, photo rejuvenation, hair removal, fat reduction & body contouring, skin tightening, cellulite reduction, feminine rejuvenation, tattoos & pigmentation, acne & scars, vascular lesions, and others. The acne and acne scars segment registered the largest market share in 2022. Based on end user, the SAM aesthetic medical devices market is segmented into dermatology & cosmetic clinics, hospitals and clinics, medical spas and home use. The dermatology & cosmetic clinics segment registered the largest market share in 2022. Based on country, the SAM aesthetic medical devices market is segmented into Brazil, Argentina, and the rest of SAM. Brazil dominated the market share in 2022. Alma Lasers (Sisram Medical), Asclepion Laser Technologies GmbH, Bausch Health Companies Inc., Candela Corporation, Cutera Inc., Fotona, InMode, Jeisys Medical Inc, LASEROPTEK, Lumenis Be Ltd., Lutronic, Merz Pharma, Mesoestetic, and Venus Concept are among the leading companies operating in the aesthetic medical devices market in SAM.

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