

## **United Arab Emirates Medical Aesthetic Devices Market - Growth, Trends, and Forecasts (2023 - 2028)**

Market Report | 2023-01-23 | 70 pages | Mordor Intelligence

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### **Report description:**

The United Arab Emirates medical aesthetic devices market is projected to register growth with a CAGR of 8% during the forecast period.

With the imposition of the lockdown, many aesthetic surgeries and visits got cancelled, which impacted the market's growth during the early pandemic phase. However, as per the January 2021 article Dr. Maurizio Viel, a plastic surgeon based at the Dubai-based London Center for Aesthetic Surgery, states that when clinics started opening in May, there was a huge demand for treatment. It also reported that the demand for botox and fillers is exceptional for nonsurgical treatments. It also reported that there was a huge waiting list for surgical procedures too. Thus, the studied market had initially impacted by COVID-19 but has regained its growth and is expected to show significant growth over time.

Certain factors, such as the growing number of aesthetic procedures in the country and growing medical tourism coupled with the establishment of new facilities for aesthetic procedures, drive the growth of the market in the country.

The increasing number of aesthetic procedures in the country is also propelling the growth of the market. For instance, as per the Dubai Health Statistics, 2021, the total number of procedures performed in skin care clinics in the private sector reached 583,909 in 2021 compared to 223,507 in 2020. Such an increasing number of procedures creates the need for more devices, thus driving growth of the market.

Further, the increasing medical tourism in the country for skin care is also propelling the growth of the market. As per the International Society of Aesthetic Plastic Surgery 2020 survey, the United Arab Emirates is one of the top five countries visited by foreign patients for such procedures. Additionally, the Dubai Health Statistics, 2021, reported 79% of the cosmetic procedures i.e.

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459,785 procedures performed in United Arab Emirates in 2021 are on foreign patients and only 124,124 procedures are United Arab Emirates patients. Such factors depict there is high medical tourism in the country and thus are expected to contribute to the growth of the market. However, social stigma concerns and poor reimbursement procedures are the factors that restrain the growth of the market.

#### UK Medical Aesthetic Devices Market Trends

##### Aesthetic Botulinum Toxin Segment is Expected to Show Better Growth Over the Forecast Period

Botulinum toxin A (BoNT-A) injection is one of the most frequently undertaken procedures in aesthetic medicine. Various factors are currently driving the growth of the botulinum toxin, these include the increasing demand for aesthetic procedures coupled with novel product development.

According to the Dubai Health Authority statistics 2021, in 2021, there are 8,530 botox procedures performed in the United Arab Emirates, out of which 1,139 procedures are performed on males and 7,391 are on females. Additionally, Dubai Health Authority statistics for 2020 reported that botox is one of the most common skin care treatments performed in the United Arab Emirates and occupied nearly 10.6% of skin care procedures in 2020.

Additionally, global players' launch of new products in the market is propelling the market's growth. For instance, in February 2020, Dansys introduced NABOTA in the United Arab Emirates market. Botulinum neurotoxins Type A has been indicated for the temporary improvement in the appearance of moderate to severe glabellar lines in adults.

Thus owing to the rising number of botulinum toxin procedure and launch of products, the aesthetic botulinum toxin segment is expected to project significant growth over the forecast period.

##### Laser Based Aesthetic Devices Segment is Expected to Project Significant Growth Over the Forecast Period

Aesthetic lasers and energy devices are used for the treatment of sun-damaged skin, wrinkles, and unwanted lesions. These devices improve the physiology of wrinkled & aging skin and are used by numerous individuals, who wish to cultivate or rejuvenate their looks. The growth of the laser-based aesthetic devices segment is majorly driven by a surge in awareness regarding medical aesthetics, a rising number of laser-based aesthetic procedures performed, coupled with the increasing establishment of facilities offering laser-based aesthetic treatments.

According to the Dubai Health Authority, statistics 2021, there were 43,919 laser peeling procedures were performed in the country in 2021. It also reported that Laser peeling is among the top three aesthetic procedures performed in the country. Such a high number of laser peeling procedures creates demand for aesthetic devices and thus drives the growth of the market segment.

Additionally, the establishment of new facilities offering laser procedures also creates the need for the devices to perform such procedures and thus boosts the growth of the market segment. For instance, in July 2022, VLCC, one of the leading global healthcare, wellness, and aesthetic dermatology brand, inaugurated its twelfth clinic in the UAE. The new 10,000 sq. ft. state-of-the-art clinic is located at Ras Al Khaimah. The clinic offers a range of the latest wellness and beauty services and products that includes laser/aesthetic dermatology treatments and others.

Thus, the establishment of facilities and an increasing number of laser aesthetic procedures in the country are driving the growth of the market segment.

#### UK Medical Aesthetic Devices Market Competitor Analysis

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The United Arab Emirates medical aesthetic devices market is moderately competitive and there are several international companies that are operating in the United Arab Emirates. Some of the key players in the United Arab Emirates medical aesthetic devices market are Abbvie Inc (Allergan PLC), Sisaram Medical (Alma Lasers), Bausch Health Companies Inc. (Solta Medical), Galderma SA (Nestle), Hologic Inc, Sciton Inc, Syneron Candela.

Additional Benefits:

The market estimate (ME) sheet in Excel format

3 months of analyst support

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