

United Kingdom Aesthetic Devices Market - Growth, Trends, Covid-19 Impact, and Forecasts (2023 - 2028)

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Report description:

The UK aesthetic devices market is expected to witness a CAGR of 7.5% during the forecast period.

The cosmetic and aesthetic device industry was impacted due to the COVID-19-related lockdown, as many aesthetic surgeries and visits got canceled. For instance, in March 2020, Hamilton Fraser Cosmetic Insurance conducted a survey with 1,360 cosmetic practitioners in the United Kingdom to assess the impact of the pandemic on cosmetic procedures. The study results showed that the practices of 99.78% of practitioners were affected during the initial period of the pandemic.

However, with the relaxation of the lockdown, the market is regaining its pace.

As per the January 2022 article published by the Derma Institute, United Kingdom, 82.61% of beauty clinics reopened after the United Kingdom's first national lockdown restrictions were relaxed, while 88.18% of doctors continued to work at the National Health Services. Also, regarding customers, 83.92% reported the return of existing customers, and 33.67% reported the return of customers. Thus, the market is regaining its growth due to the increased demand for cosmetic surgeries and is expected to show significant growth over time.

Furthermore, factors such as the increasing geriatric and obese population, awareness about aesthetic procedures, and technological advancements are expected to propel market growth.

The rising obese population drives the market's growth. With increasing obesity, the number of aesthetic procedures, such as fat reduction and liposuction, may increase, which correlates to the demand for aesthetic procedures. For instance, the Active Lives Adult Survey in July 2022 estimated that 25.3% of adults in the United Kingdom over 18 years were living with obesity in 2021.

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Such increasing obesity among adults contributes to increasing demand for several aesthetic procedures such as fat reduction, liposuction, and others, driving the market's growth.

Key Highlights

In April 2022, BTL Group launched aesthetic devices, including Emsculpt, Emtone, and Exilis Ultra360, in the United Kingdom's beauty sector.

Additionally, in March 2022, aesthetic device company Lumenis launched the Splendor X. The new device is CE-cleared for hair removal, vascular treatments, pigmented lesions, and the treatment of wrinkles.

Thus, owing to the abovementioned factors, the market is expected to project growth during the forecast period. However, stringent regulations for aesthetic procedures and reimbursement issues may hinder the market's growth.

UK Aesthetic Devices Market Trends

Hair Removal Segment is Expected to Hold a Significant Share During the Forecast Period

Increasing beauty consciousness and awareness about enhancing aesthetic appeal are among the factors boosting segment growth. The easy availability of hair removal devices in the market that provides instant hair removal solutions, affordable prices of the hair removal devices, and no side effects of these devices are driving the growth of the hair removal devices segment.

The establishment of new facilities offering hair removal procedures is likely to propel the segment's growth. For instance,

In March 2022, Cornwall, a laser hair removal company, opened a new clinic in St Austell town center, United Kingdom. Cornwall Laser is one of only two clinics in the South-West to offer laser hair removal using the award-winning Alma Soprano Titanium. The establishment of new facilities will increase the accessibility of the procedure and thus increase the demand for the devices during the forecast period.

Additionally, the launch of hair removal devices based on advanced technology in the country is also contributing to the growth of the segment. For instance,

In January 2022, Lumenis launched the Splendor X device into the United Kingdom market. The device received a CE mark for hair removal, vascular treatments, pigmented lesions, and the treatment of wrinkles. The system is powered by BLEND X technology, which emits a binary laser at synchronized and controllable ratios of Nd: YAG (1064 nm) and Alexandrite (755 nm) wavelengths. Such launches are expected to propel the growth of the market segment.

Thus, the market segment is expected to project growth during the forecast period owing to the establishment of new facilities and the launch of new devices.

Breast Augmentation Segment is Expected to Project a Significant Growth During the Forecast Period

A rapid upsurge in breast augmentation procedures is expected to propel segmental growth. Breast implants are critical to breast augmentation surgeries that aim to enhance the size, fullness, and shape of the breast. The emerging trends to look appealing

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and gain the desirable contours will likely help the breast augmentation segment to grow in the forecast period.

The high number of breast augmentation procedures in the country is propelling the growth of the breast augmentation segment of the market. According to the BAAPS Annual Audit Report published in February 2022, 4,023 breast augmentation procedures were performed in the United Kingdom in 2021. Thus, women with a high preference for enhancing their esthetic appeal contribute largely to the revenue of the breast augmentation segment.

Key market players in the segment are focusing on developing and commercializing new products, opening new growth avenues for the studied industry. For instance, in September 2021, Establishment Labs Holdings Inc., a company dedicated to improving women's health and wellness, principally in breast aesthetics and reconstruction, held a symposium at the London Breast Meeting and launched the company's Motiva Flora tissue expander in Europe and other CE Mark countries. Such developments are expected to boost the growth of the market segment. Thus, the increasing number of procedures and the launch of devices are propelling the growth of the breast augmentation segment is expected to project growth during the forecast period.

UK Aesthetic Devices Market Competitor Analysis

The UK aesthetic market is moderately competitive, with the presence of several key players. The existing market players are competing with the new entrants in terms of sustainability on various fronts, such as capital requirements, marketing strategies, distribution channels, and the availability of resources. This is leading to numerous acquisitions in the market. Some of the major players from the other developed regions are entering the United Kingdom market with their advanced technologies, creating a hurdle for the existing regional players. Some of the key players operating in the market include Cynosure Inc. (Clayton, Dubilier & Rice), Sisram Medical Ltd (Alma Lasers), Boston Scientific Corporation (Lumenis Inc.), Syneron Medical Ltd (Syneron Candela), and Sciton Inc., among others.

Additional Benefits:

The market estimate (ME) sheet in Excel format
3 months of analyst support

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