

## **Body Composition Analyzers Market - Growth, Trends, Covid-19 Impact, and Forecasts (2023 - 2028)**

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### **Report description:**

The body composition analyzers market is projected to register a CAGR of 7.2% during the forecast period (2022-2027).

The COVID-19 pandemic is expected to have a fairly positive impact on market growth. As per the article published in March 2021 on "Pandemic effect on body composition. Single-center analysis of 2.771 cases", the COVID-19 pandemic has led to a dramatic increase in the levels of sedentary lifestyle and unhealthy dietary habits. This resulted from the necessary social isolation recommended to control the spread of the SARS-CoV-2 and induced a huge social, financial, and psychological burden. As the risk of contraction of COVID-19 remains high for obese patients, there is likely to be an increase in demand for body composition analyzers. Additionally, people's lifestyles have become even more sedentary due to lockdowns and stay-at-home orders. Also, people have much more time on their hands than before. Due to changes in lifestyle and the increasing convenience of home-delivered food, many people are eating carbo-hydrated drinks and non-healthy fat. Many are adopting home exercise regimens and fitness workshops with increased health consciousness. These developments will likely affect the demand for body composition analyzers for monitoring health.

Many factors are driving the market growth, such as a large pool of obese patients, increasing prevalence of metabolic disorders, technological advancements, and rising awareness for health and fitness. For instance, in June 2019, global medical tech company InBody introduced an H20N Smart Scale device for home testing in the United States. The H20N Smart Scale is a body composition testing device that offers essential health metrics such as body fat percentage, BMI, skeletal muscle mass, and weight.

Obesity is a metabolic dysfunction often associated with a wide range of chronic illnesses, which can cause significant increases in mortality and comorbidity. The percentage of the obese population involved in regular testing of body composition is increasing.

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The World Obesity Atlas 2022, published by the World Obesity Federation, predicts that one billion people globally, including 1 in 5 women and 1 in 7 men, will be living with obesity by 2030. In addition, developing countries have a higher disease burden for obesity; so the market for fat monitoring devices like body composition analyzers is expected to grow in these countries. The sales of body composition analyzers have witnessed an increasing pattern because of the obese population's vulnerability to lifestyle disorders.

According to the Organisation for Economic Co-operation and Development (OECD) Health Policy Studies in 2019, overweight and obesity rates have increased to 58% of the adult population across OECD countries. According to the study, more than half the population was overweight in 34 of 36 OECD countries, and almost one in four people were estimated to be obese. According to the OECD analysis, overweight and related diseases will reduce life expectancy by about three years across the OECD, EU28, and G20 countries between 2020 to 2050. The study further postulated that a rise in the number of people with a high body-mass index (BMI) is likely to impact health budgets for many countries. This is primarily because of the high treatment costs of chronic diseases arising from being overweight, such as heart disease, diabetes, and cancers. OECD countries were estimated to spend about 8.4% of their health budget on providing treatment for overweight-related diseases. Many governments are thus initiating programs through which obesity can be tackled. This is likely to increase the demand for body composition analyzers.

However, factors such as high equipment costs and inconsistency and inaccuracy in different analyzers may hinder the market growth.

### Body Composition Analyzers Market Trends

#### The Bio-impedance Analyzer Segment is Expected to Hold a Significant Market Share

Bio-impedance analysis (BIA) is a screening tool that can measure and correctly analyze body composition and body fat. It also enables the estimation of the percentage of muscle tissues, percentage of hydration levels, bone weight, metabolic rate, and fitness levels. BIA is increasing in popularity due to its convenience and the wide range of parameters it can monitor. Since BIA is used to determine the resistance to the flow of the current as it passes through the body, it can provide estimates of body water from which body fat is then calculated using specific tools.

Many companies like Zurich Instruments AG and Tanita manufacture bio-impedance analysis devices. For example, one of Tanita's flagship products, the BF679W, can be used to measure a patient's bio-impedance. This can then be used to measure muscle mass, muscle quality, body fat percentage, and visceral fat.

Furthermore, players are developing new products that significantly contribute to market growth. For instance, in January 2020, Inbody USA officially launched the InBody 970 at CES Las Vegas. The InBody 970, paired with the Yscope, uses new patented technology to analyze and categorize abdominal fat and total body water. Also, in January 2022, Withings launched an even smarter scale to measure from top to toe. The new Body Scan adds some new features to the otherwise familiar-looking scale from Withings. Thus, the above factors are projected to contribute to the market growth over the forecast period.

#### North America Dominates the Market and is Expected to do the Same in the Forecast Period

The North American region is expected to account for the largest share of the body composition analyzers market. The growth in the region has been attributed to various factors, such as the increase in the obesity rates, increase in the investments made by various governments, and increase in the number of fitness centers and health clubs. As per the study published by the Organisation for Economic Co-operation and Development (OECD) in January 2020 on "Launch of the Study: "The Heavy Burden of Obesity: The Economics of Prevention", about 73% of the Mexican population is overweight. Mexico has one of the highest rates of obesity in the OECD. In addition, 34% of obese are morbidly obese - the highest level of obesity. The high prevalence of obesity in

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the Mexican population is expected to create demand for weight and fitness monitoring devices, which will further fuel the demand for body composition analyzers.

Additionally, As per the Center for Chronic Disease Prevention (CDC) data published in May 2022, the estimated annual medical cost of obesity in the United States was nearly USD 173 billion in 2019. Medical costs for adults who had obesity were USD 1,861 higher than medical costs for people with a healthy weight. Higher consumption of fast food and a lesser amount of physical activity has led to the increasing trends in obesity. This trend is more prevalent in urban areas and is projected to fuel the demand for body fat measurement devices and analyzers in the coming years.

Besides, launching innovative products in the region further contributes to market growth. For instance, In January 2020, InBody USA launched the InBody 970 device. The device uses a novel technology to categorize and analyze abdominal fat and total body water. Hence, increasing obesity, its high cost, and the launch of technologically advanced products contribute to the overall market growth.

### Body Composition Analyzers Market Competitor Analysis

The body composition analyzers market is highly competitive and consists of several major players. Many companies are developing novel products, and mergers and acquisitions are also fostering technological advancements and operational expansions in the body composition analyzers industry. Companies like Bodystat, Cosmed S.R.L, GE Healthcare Inc., Hologic Inc., Inbody Co. Ltd, Maltron International Ltd, Omron Healthcare Inc., Seca GmbH & Co. Kg., and Tanita Corporation, among others, hold substantial market shares.

Additional Benefits:

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

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