

Tattoo Removal Market - Growth, Trends, Covid-19 Impact, and Forecasts (2023 - 2028)

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Report description:

The tattoo removal market is expected to register a CAGR of 8.5% during the forecast period (2022-2027).

Like many other industries that require person-to-person contact, the tattoo industry also shut down during the COVID-19 pandemic 2020. In the initial days of the pandemic, several countries were facing lockdowns. They suspended trade with other countries and implemented travel restrictions, leading to the decline in tattoo removal procedures in the first half of 2020. Moreover, the rising cases of COVID-19 are expected to have a significant short-term negative impact on tattoo removal procedures. There was tremendous pressure on the hospitals and other healthcare centers in providing services to COVID-19 patients, which is one of the factors inhibiting the hospitals from delivering services. For instance, according to a survey report published by Hamilton Fraser Cosmetic Insurance in November 2020, 99.78% of those polled claimed that COVID-19 had a negative impact on their aesthetic practices, with 86% reporting a decline in revenue and 72% admitting they had no backup plan in place which shows a negative impact on the studied market. However, with the decline in the COVID-19 cases and large-scale vaccination programs around the world, the tattoo removal market is expected to regain its full potential over the forecast period.

Various research studies have been published on the impact of tattoo removal. For instance, in January 2021, a research study published stated that "Laser tattoo removal: Fundamental principles and practical approach" as the number of people who get tattoos increases, so is the number of people who wish to have their tattoos removed. Compared to other methods, laser-based devices are associated with the best efficacy and least side effects in tattoo removal. Recognizing and mastering multiple factors including skin types, nature and color of tattoos, and proper selection of laser parameters such as wavelength, fluence, and pulse, are central to achieving an optimal tattoo removal outcome. Hence, such studies provide insight into the advantages of various methods. This will increase market growth in the upcoming future.

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Product launches are another factor in the market growth. For instance, in March 2020, Lumenis Ltd launched its newest, innovative platform, the Stellar M22. The Stellar M22 is built and based on the gold standard treatment capabilities for the treatment of vascular lesions, skin texture, tone, and hair removal, and it is used for tattoo removal. Such launches will increase the market growth in the upcoming period. However, the high cost of the procedure primarily hinders the growth of the tattoo removal market.

Tattoo Removal Market Trends

Laser Devices Segment is Expected to Hold a Significant Market Growth Over the Forecast Period

Factors such as expansion and research studies are expected to increase market growth in the upcoming future. Laser therapy has become one of the more preferred treatments for tattoo removal since it offers a low-risk option with minimal side effects. The procedure uses high-intensity laser (light amplification by stimulated emission of radiation) beams to break up the pigment colors of a tattoo. The type of laser used generally depends on the pigment colors. Different lasers or different settings of the same laser are needed for different colors. A Q-Switched laser is commonly used to remove tattoos. The laser selectively targets and removes the tattoo without damaging the surrounding tissue, which greatly decreases scarring. Most tattoos do require multiple treatments.

The expansion by the key market players is also driving the market growth. For instance, in August 2021, DelCoast Laser Tattoo Removal expanded its presence in Delaware, United States. DelCoast Laser Tattoo Removal specializes in removing unwanted tattoos and transforming the skin using advanced Q-switched laser technology. Such expansion will increase the market growth in the upcoming period. The increasing research and development activities to introduce new and advanced products are boosting the market growth.

For instance, according to an article published in May 2021, titled "Laser Tattoo Removal Procedure & Benefits", nowadays, one of the most popular procedures among those who have tattoos is laser tattoo removal owing to its various benefits such as highly safe and successful procedure, can remove all type of inks very efficiently, quick recovery and minimum pain among others. Hence, the use of laser systems in tattoo removal procedures is expected to increase over the years and the segment will grow. Thus, the above-mentioned factors are expected to drive the segment growth over the forecast period.

North America is Expected to Hold a Significant Share in the Market Over the Forecast Period

The major factors driving the market growth in North America include well-established healthcare systems, the presence of key market players, and increasing investment in research and development activities. With the increasing change in lifestyles, many have been opting for tattoo removal procedures in these countries. With the technological advancement in these countries, the demand for innovative tattoo removal procedures is expected to increase in the region. The market players in the United States are adopting various strategies, such as partnerships, collaborations, and merges, to increase their market shares. For instance, in September 2020, Aesthetic Solutions entered into an agreement with Soliton to sell Soliton's rapid acoustic pulse device and design cartridges across the United States, following their commercial launch in 2021. Aesthetic Solutions will be focusing on placing the rapid acoustic pulse device catering to physicians with expertise in tattoo removal as well as cellulite reduction.

Similarly, business expansion activities such as opening of the new facility of centers by the players in the region are further expected to boost the market growth. For instance, in July 2020, Removery, a laser tattoo removal business formed by industry experts from North America, started operating in 31 cities in the United States and Canada. The company is a partnership between Eraser Clinic, Invisible Ink Tattoo Removers, and The Finery, and Precision Laser. Hence, increasing presence in the region is another factor in the market growth. Thus, due to the above-mentioned factors, the North American region is expected to occupy a significant share of the tattoo removal market over the forecast period.

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Tattoo Removal Market Competitor Analysis

The tattoo removal market is consolidated and competitive. The majority of the tattoo removal procedure equipment is manufactured by global key players. Market leaders with more funds for research and a better distribution system have established their position in the market. Moreover, Asia-Pacific is witnessing an emergence of some small players due to the rise of awareness, which has helped the market growth. Some market players include Alma Lasers Ltd, Asclepion Laser Technologies GmbH, Lumenis Ltd, Cutera Inc., Hologic Inc. (Cynosure Inc.).

Additional Benefits:

The market estimate (ME) sheet in Excel format
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