Cellulite Treatment Market - Growth, Trends, Covid-19 Impact, and Forecasts (2023 - 2028)

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Report description:

The cellulite treatment market is anticipated to witness a CAGR of 7.9% during the next five years.

The COVID-19 pandemic had a strong impact on the growth of the market. This was mainly due to the reduction of cellulite treatment procedures during the pandemic. For instance, as per the data published by the American Society of Plastic Surgeons in 2020, cellulite treatment procedures in 2020 were 86,350 compared to 2019, which had 112,975 cellular treatment procedures. There was a 24% reduction in cellulite treatment procedures during the pandemic, impacting the market negatively during the pandemic. However, the relaxation of strict lockdown regulations in the post-pandemic period led to the reopening of clinics and hospitals and a rise in patient inflow. This is expected to contribute to the growth of the market in the coming years.

The major market growth factors are a rise in the sedentary lifestyle, poor dietary habits resulting in cellulite formation, and an increasing obesity population. The prevalence of obesity is now considered one of the most important public health problems. As per a press release in July 2021 by the C3 organization, obesity has become a major concern among the French population, and it has doubled in France over the last 25 years. Additionally, according to the Office for Health Improvement and Disparities data updated in July 2022, from November 2020 to November 2021, 25.3% of adults aged 18 and above were living with obesity in England. Such an incidence of obesity is expected to drive the growth of the market.

Moreover, innovative launches, awareness campaigns, and product approvals of cellulite treatment technologies are expected to contribute to the growth of the market. For instance, in August 2022, AirScult Technologies Inc. launched AirSculpt Smooth, a cellulite removal technology that is a minimally-invasive one-time procedure. Similarly, in July 2021, Endo International PLC launched "Really Cellulite", designed to eliminate the misinformation relating to cellulite.

The rising lifestyle-related habits would ultimately lead to an increase in demand for cellulite treatment. Furthermore, the formation of cellulite affects an individual's psychological, behavioral, and psychiatric characteristics. Hence, the above-mentioned factors are expected to drive the growth of the market during the forecast period.

Cellulite Treatment Market Trends

Hard Cellulite Segment is Expected to Hold the Major Market Share in the Cellulite Treatment Market

The hard cellulite segment dominated the market in recent years. It is expected to dominate the market during the forecast period due to high demand from specialized dermatology clinics and hospitals, owing to the preference of the patients and physicians. One of the major drivers for the growth of cellulite treatment is the increasing number of obese people. There is also an increased number of cases of fat deposition.

According to an NCBI article published in March 2021, solid or hard cellulite is quite common in younger girls and is usually found around the hips and upper thighs. The report also mentioned that mesotherapy is one of the best treatments, which includes injecting customized combinations of vitamins, drugs, and natural takeouts into the mesoderm layer, which works under the surface. The increasing number of obesity cases created awareness among people regarding cosmetic procedures for the treatment of cellulite and broadened the scope of such surgeries in the market.

Also, the availability of various treatment procedures is expected to contribute to the growth of the segment over the forecast period. For instance, the data published by Macom mentioned that some cosmetic surgeons recommend excision-based treatments, such as Cellfina, to treat compact cellulite. Also, the company, Biotypsa uses Fat Cavitation technology, which offers intensive fatty cellulite reduction and modeling results for reducing hard cellulite.

Thus, the availability of various advanced treatment procedures and the prevalence of hard cellulite are expected to contribute to the growth of the segment over the forecast period.

North America Dominates the Market and is Expected to Do the Same During the Forecast Period.

North America is the primary market for cellulite treatment, owing to the rise in the number of obesity cases due to a sedentary lifestyle and an increase in the adoption of advanced technologies in the region. A shift from surgical procedures toward non-invasive treatments has increased in recent years. As per the article published by the Trust for America's Health in September 2022, 19 states in the United States have obesity rates over 35%. Such an incidence of obesity in the United States is expected to drive the growth of the market studied.

According to the same report, four in ten American adults have obesity, and obesity rates continue to increase nationwide. Such an increase in obesity among the US population is expected to drive the demand for cellulite treatment.

An article published by the Centers for Disease Control and Prevention in May 2021 mentioned that the registered number of births in the United States in 2020 was 3,664,292. Such an increase in birth rates and pregnancy is expected to drive the demand for cellulite treatment, thereby contributing to the growth of the market.

Also, the increasing product approvals in the United States are expected to contribute to the growth of the market studied. For instance, in February 2021, the United States Food and Drug Administration approved the Rapid Acoustic pulse technology by Soliton Inc. for short-term improvement in the appearance of cellulite.

Thus, the above-mentioned factors are expected to drive the growth of the market during the forecast period.

Cellulite Treatment Market Competitor Analysis

The cellulite treatment market is moderately competitive and consists of several major players. In terms of market revenue share, a few key players are currently dominating the market. Some prominent players are launching new products, while others are distributing the products. Some of the companies dominating the market are Merz Pharma GmbH & Co. KGaA, Cutera Inc., Hologic Inc., Candela Corporation, and Inceler Medikal Co. Ltd.

Additional Benefits:

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

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