

Aesthetic Lasers - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts 2021 - 2029

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Report description:

The Aesthetic Lasers Market size is estimated at USD 2.96 billion in 2024, and is expected to reach USD 4.59 billion by 2029, growing at a CAGR of 9.18% during the forecast period (2024-2029).

Lasers are gaining significant attention in the aesthetic devices industry, as several procedures are performed using lasers. Some widely known and performed laser procedures include laser resurfacing, hair removal, and vascular and pigmented lesions. Laser resurfacing helps reduce facial wrinkles, blemishes, acne scars, and skin irregularities. These treatments can be performed on the face, neck, chest, arms, and hands. Some well-known companies, such as Lumenis, Alma Lasers, and Cynosure, provide aesthetic lasers or workstations that offer laser resurfacing, hair removal, and treatment of lesions.

Various lasers, including CO2, erbium, pulsed dye, and fractional pulsed dye, are tuned for multiple skin conditions and skin types in laser skin resurfacing. When doing a laser skin resurfacing procedure, a CO2 laser is typically utilized to remove damaged surface skin from the entire face. The report from the International Society of Plastic Surgery (ISAPS) published in 2021 stated that 35% of women who have previously undergone at least one cosmetic surgery or minimally invasive procedure anticipate spending much more on treatments in 2021 than they did in 2020. Owing to the increasing laser procedures, the market studied is expected to witness substantial growth in the coming years.

Similarly, new product launches from key players are one of the major factors propelling market growth. For instance, in June 2022, Cynosure announced the launch of the PicoSure Pro laser device, the latest upgrade to the PicoSure platform. The first and only 755 nm picosecond laser has received FDA clearance. PicoSure Pro delivers energy in a trillionth of a second using pressure rather than heat to treat undesirable pigmentation and rejuvenate skin on all skin types. Furthermore, in March 2022, Cynosure entered a distribution partnership with JeisysMedical KK in Japan. Under the terms of the agreement, JeisysMedical will have

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exclusive distribution rights for key premier products within Cynosure's energy-based laser portfolio, including hair removal devices in Japan. Owing to such developments in laser devices, the market studied is expected to witness healthy growth in the coming years.

However, the social stigma associated with cosmetic treatments and the high cost of the procedures is expected to hinder the market growth.

Aesthetic Laser Market Trends

Hair Removal Segment Holds Significant Market Share and is Expected to Continue the Same Trend Over the Forecast Period

Laser hair removal is one of the highly popular aesthetic procedures. To treat various skin problems and remove unwanted hair, dermatologists routinely use intense pulsed light (IPL) and laser devices. While alexandrite and diode lasers are widely employed, neodymium-doped yttrium aluminum garnet (Nd: YAG) has the lowest overall hair eradication efficiency. However, Nd: YAG is frequently utilized for pigmented skin due to its greater wavelength.

During the COVID-19 pandemic, the demand for online purchases of aesthetic home-based products increased significantly worldwide. For instance, a cross-sectional survey conducted to evaluate the practices related to the use of light-based home-use hair removal devices was published in January 2022 in the International Journal of Trichology (Hair Research Society of India). The survey results showed a significant rise in the adoption of light-based home-use hair removal devices among the population during the outbreak.

As per the International Society of Aesthetic Plastic Surgery (ISAPS), 1,837,052 hair removal procedures and 240,213 micro-ablative resurfacing procedures were done worldwide in 2020. It has been observed that despite the COVID-19 outbreak, the number of these non-surgical laser-based aesthetic procedures increased drastically compared to that of the previous year. As a result of this growing demand for procedures, there has been advancing research on hair removal procedures with the help of various devices available in the market. For instance, in September 2021, doctors and researchers at the SL Aesthetic Clinic in Singapore launched an innovative new laser hair removal treatment method using a medical-grade Fotona Laser. Hence, with the innovation in treatment, there is a growing demand for advanced lasers used for hair removal propelling the segment growth.

Hence, owing to the aforementioned factors, the hair removal segment is expected to grow significantly during the forecast period.

North America is Expected to Dominate the Aesthetic Lasers Market over the Forecast period

North America is expected to hold a significant share of the aesthetic lasers market. Growth is attributed to the presence of key market players, the increasing number of aesthetic laser procedures, and the high adoption of minimally invasive devices in the region.

United States is one of the key countries in the North American region with a significant market share. According to the ISAPS report published in 2021, around 4.67 million cosmetic treatments were carried out in the United States in 2020, among which 3.18 million were minimally invasive operations, while 1.49 million were aesthetic surgical procedures. According to the American Society of Plastic Surgeons report published in 2021, around 15.6 million cosmetic treatments and 6.8 million reconstructive procedures were carried out in the country in 2020. The high number of aesthetic procedures indicates the demand for aesthetic devices in the country, which is considerably high and contributes mainly to market growth.

Furthermore, owing to the increasing demand, market players are focusing on new product developments and launches to

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expand their market share in the country. For instance, Alma Lasers introduced Alma PrimeX in April 2021, the top non-invasive platform for skin tightening and body reshaping. In Addition, Solta Medical business, one of the global leaders in the medical aesthetics market, launched the next-generation Clear + Brilliant laser in the United States in March 2021. The emergence of such advanced lasers is accelerating the demand for laser treatments. Hence, the market for aesthetic lasers in the region is projected to have significant market growth over the forecast period.

Aesthetic Laser Industry Overview

The aesthetic lasers market is moderately competitive and is expected to be dominated by some major players. Some of the major players in the global aesthetic lasers market are Alma Lasers, Candela Medical, Cutera, Cynosure, IRIDEX Corp., Jeisys Corporation, Lumenis, Sciton, Inc., etc. Aesthetic Lasers have revolutionized the beauty industry, providing significant results with minimal invasiveness.

Additional Benefits:

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

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