

## **Brazil Aesthetic Devices - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts 2019 - 2029**

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### **Report description:**

The Brazil Aesthetic Devices Market size is estimated at USD 1.04 billion in 2024, and is expected to reach USD 1.74 billion by 2029, growing at a CAGR of 10.88% during the forecast period (2024-2029).

COVID-19 impacted Brazilian aesthetic devices adversely due to the restrictions on elective procedures, including aesthetic surgical and non-surgical procedures in the country, and supply chain disruptions of aesthetic devices. However, the market reported growth since the restrictions were lifted in the later phase of the pandemic. For instance, per the International Society of Aesthetic Plastic Surgery (ISAPS) 2021 report, 2,723,640 cosmetic procedures were performed in 2021, which reported a growth of 29% when compared to the previous year with 1,929,359 cosmetic procedures. As the COVID-19 cases were under control, the market was re-gaining its pre-pandemic nature in terms of demand for energy and non-energy-based aesthetic devices. Furthermore, due to the rapidly increasing aging population and increasing obese population, the market was believed to witness significant growth over the forecast period.

According to the International Society of Aesthetic Plastic Surgery (ISAPS) 2021 report, chemical peel accounted for 18,480 procedures, non-surgical skin tightening reported for 44,520 procedures, and cellulite treatment accounted for 38,280 procedures. In addition, as per ISAPS 2021 annual report, Brazil ranked second in the world for the number of aesthetic procedures. Furthermore, according to an article published in July 2022 in the Nature Journal, more than 50% population is overweight. Also, the projected prevalence of obesity is estimated to be 33% for women and 25% for men by 2030 in Brazil. Therefore, the high burden of obesity in the country is projected to boost the demand for various fat-reduction aesthetic procedures, thereby accelerating market growth.

The strategic initiatives by market players also contribute to market growth. For instance, in November 2022, SofwaveMedical Ltd

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received approval from Brazil's health regulatory agency, ANVISA, for Sofwave's SUPERB device in Brazil. Sofwave delivers Synchronous Ultrasound Parallel Beam SUPERB technology reduces fine lines and wrinkles. It lifts the eyebrows, neck, and submental area in a single treatment session, regardless of season, skin type, or skin color.

Therefore, the factors mentioned above, such as the high burden of obesity, rising aesthetic procedures, and strategic initiatives by market players, are expected to boost market growth during the forecast period. However, the side effects of aesthetic procedures are estimated to restrain market growth.

#### Brazil Aesthetic Devices Market Trends

##### Botulinum Toxin Segment Accounted for the Largest Share of the Market

Botulinum toxin (BT) is a neurotoxic protein produced by the bacterium *Clostridium botulinum*. As a result, botulinum toxin in very diluted quantities is utilized for aesthetic and non-cosmetic applications, such as treating frown lines between the brows, facial wrinkles such as horizontal creases on the forehead, lines at the corners of the mouth, and cobblestone skin on the chin. Due to these benefits, many beauty-conscious people opt for botulinum toxin procedures, and new research articles influence the segment's growth.

The increasing number of botulinum toxin treatments in the country is expected to increase the adoption of botulinum toxin in the country. Botulinum toxin treatments are widely available and relatively affordable in Brazil compared to other countries. This accessibility and affordability have made the treatments more accessible to a wider range of people, including those with lower incomes. For instance, according to the International Society of Aesthetic Plastic Surgery 2021 report, the country's total number of botulinum toxin procedures was around 542,520 in 2021. With such high demand and the number of procedures in the country, adopting botulinum toxin is expected to increase over the forecast period.

Furthermore, in March 2022, Allergan Aesthetics, an AbbVie company, joined colleagues and healthcare providers from around the globe for the 20th edition of the Aesthetic and Anti-Aging Medicine World Congress. The meeting marks Allergan Aesthetics' entry into the emerging category of Hybrid Injectables with the launch of HArmonyCa with lidocaine in Brazil and other countries.

Hence, all the factors mentioned above, such as high demand for procedures due to ease of accessibility & affordability, entry of international players, and strategic initiatives by key players, are likely to drive the segment growth during the forecast period.

##### Laser-based Aesthetic Device Segment is Expected to Observe Significant Growth during the Forecast Period

Laser-based aesthetic devices are medical devices that use laser technology to treat various cosmetic and dermatological conditions. These devices emit a specific wavelength of light that the targeted tissue absorbs, allowing for precise treatment with minimal damage to surrounding tissue. Some common uses of laser-based aesthetic devices include hair removal, skin rejuvenation, tattoo removal, vascular lesion removal, scar revision, and acne treatment. This is one of the market's oldest and most highly penetrated treatments. The segment is expected to grow as many key players advance their market portfolios. For instance, some of the key players in the market are Cutera, Candela, and Lumenis, among others.

The study published in the Journal of Primary Care Community Health in December 2022 described Acne in about 90 % of teenagers and 12 % to 14% of adults in Brazil. Acne was the second most frequent skin disorder, showing its importance in health care. The study also said that a public Brazilian secondary care center showed acne as the fourth most frequent complaint in dermatologists' offices. Thus, rising in the problem of acne in the Brazilian drive the demand for the acne therapeutics market, thereby increasing the adoption of laser-based aesthetic devices, thus boosting the market growth over the forecast period.

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Furthermore, according to the International Society of Aesthetic Plastic Surgery 2021 report, hair removal in Brazil in 2021 was around 3,900, and cellulite treatment was 38,280 in 2021; laser-based aesthetic devices are often used in cellulite treatment. The laser energy can penetrate the deeper layers of the skin and help stimulate collagen production, improve circulation, and break down fat cells. Thus, more treatments related to the abovementioned conditions are expected to increase segmental growth over the forecast period.

Therefore, with the availability of lasers and companies' focus on developing innovative lasers, the segment is expected to grow over the forecast period to provide ease in cosmetic procedures.

## Brazil Aesthetic Devices Industry Overview

As per World Health Organization, Brazil is a developing country categorized in the upper middle-income group. As a result, the market is very lucrative, which has resulted in many global players entering the Brazilian market. Allergan PLC, Bausch & Lomb Incorporated, Hologic Inc., Lumenis Inc., and Cutera Inc. are some of the major players in the Brazil Aesthetic Devices Market.

### Additional Benefits:

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

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