

Pigmented Lesion Treatment - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts 2019 - 2029

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Report description:

The pigmented lesion treatment market is valued at USD 3.37 billion in 2024 and is expected to reach USD 4.69 billion by 2029, registering a CAGR of 6.80% over the forecast period (2024-2029).

The COVID-19 pandemic had a significant impact on the market studied, which was majorly attributed to the restrictions on non-emergency procedures to avoid infection of COVID-19. However, during the pandemic, there was a significant rise in the use of home-based aesthetic devices or procedures, boosting the market growth. For instance, an article in the Aesthetic Surgery Journal published in October 2020 indicated that although there was an initial decrease in the searches for aesthetic interventions, these inquiries had been increasing and will likely continue to increase as the pandemic resolves. Therefore, the pandemic had a considerable impact on the market studied. However, the market reached pre-pandemic demand for pigmented lesion treatment and is expected to grow strongly over the forecast period.

Key factors responsible for the market growth include the global geriatric population and the increasing prevalence of pigmentation disorders. With aging, the occurrence of pigmentation on the skin is common. As per the data from PubMed published in October 2022, the global prevalence of oral pigmentation was estimated to be 20.8% during 2021. The study also stated that oral pigmentation was significantly higher in men, smokers or those exposed to secondhand smoke, and people with fair skin. Furthermore, the same data suggested that the prevalence of oral pigmentation is consistently increasing across Western countries such as the United States and Canada. Hence, the high prevalence of oral pigmentation is believed to propel the market growth significantly over the forecast period.

Furthermore, new product launches from key companies are boosting the market growth. For instance, in June 2022, Cynosure announced the launch of the PicoSure Pro device, an upgrade to the company's best-in-class PicoSure system. The PicoSure Pro

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device is the first and only 755 nm picosecond laser FDA-approved for use on the market. The device provides energy in a trillionth of a second using pressure rather than heat to offer safe and efficient treatments for undesired pigmentation and skin rejuvenation for all skin types. Hence, with the launch of such advanced products, the market studied is believed to grow in the coming years.

However, side effects associated with certain treatments, such as RF devices, are expected to somewhat restrain the market growth.

Pigmented Lesion Treatment Market Trends

Lasers and Energy Based Devices are Expected to Witness a Significant Growth

Lasers are gaining significant attention in the aesthetic devices industry, as several procedures are performed using lasers. Laser resurfacing helps reduce facial wrinkles, blemishes, acne scars, and skin pigmentation. These treatments can be performed on the face, neck, chest, arms, and hands.

As per the data from SpringerLink Journal published in May 2021, it was observed that devices used at home to treat dermatological diseases and cosmetic issues are becoming increasingly popular. Examples of commercially available equipment are intense pulsed light, laser diodes, radiofrequency, light-emitting diodes, and ultraviolet B phototherapy.

Additionally, the radiofrequency-based aesthetic device is gaining attention across the global market due to its ease of application and the growing demand for RF-based procedures such as skin tightening and body contouring among the geriatric population. In June 2021, one of the key players in the market, Cutera, launched a radiofrequency (RF) micro-needling device named 'Secret PRO' for skin rejuvenation procedures.

Therefore, with the increasing significance of energy-based devices in pigmented lesion treatment and new product launches, the segment is expected to grow strongly over the forecast period.

North America Dominates the Global Pigmented Lesion Treatment Market

North America dominates the global pigmented lesions treatment market due to rising pigmentation disorders. Presence of well-established healthcare infrastructure and major market players providing effective treatment options to patients suffering from post-inflammatory hyperpigmentation in North America.

The key factor contributing to the growth of the market studied is the increasing older population in the nation. The Population Reference Bureau, in its report on Aging in the United States published in December 2021, indicated that more than 55 million people living in the United States were above the age of 65 years. The market studied is expected to grow as the older population is prone to develop pigmented lesions.

Furthermore, increasing aesthetic skin procedures in the United States contributes to market growth. For instance, as per the report from the Aesthetic Society published in April 2022, there were around 44,479 skin rejuvenation procedures performed in the United States, which was a significant rise compared to previous years. Therefore, rising skin rejuvenation procedures augment the demand for pigmented lesion treatment, boosting the market growth in the United States.

Pigmented Lesion Treatment Industry Overview

The Global Pigmented Lesion Treatment market is moderately competitive and has a few major players. Companies like Alma

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Lasers Ltd., Cutera Inc., Cynosure, Inc., Lumenis Ltd., Lutronic Corporation, Lynton Lasers Ltd., Solta Medical Inc., Strata Skin Sciences Inc., Syneron Medical Ltd., among others, hold a substantial market share in the market.

Additional Benefits:

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

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