

## **Global Energy-Based Aesthetic Devices Market Research Report 2026-2031**

Market Report | 2026-02-02 | 177 pages | Arizton Advisory & Intelligence

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### **Report description:**

The global energy-based aesthetic devices market is expected to grow at a CAGR of 9.02% from 2025 to 2031.

### **ENERGY-BASED AESTHETIC MARKET TRENDS**

#### **Growth in Hair Removal Treatments**

The growth in hair removal treatments is a core trend in the global energy-based aesthetic devices market, supported by sustained and strong demand fundamentals. Continuous technological improvements, and expanding med-spa infrastructure, and rising consumer preference for long-hair reduction over repetitive methods, have significantly increased the addressable patient bases across the skin type, age group, and genders. Hair removal is one of the high-volume aesthetic procedures, which is making a significant revenue generator for device manufacturers and clinics. Technological advancements have further expanded the addressable market for laser hair removal. Innovations focused on enhanced safety profiles, compatibility across diverse skin tones, faster treatment times, and improved patient comfort have broadened adoption across demographics, including the rapidly growing male grooming segment.

#### **Personalization and AI-Integration**

Personalization and AI-integration is a key trend in the global energy-based aesthetic devices market. This trend is majorly driven by factors including, operational efficiency & automation, increased need for enhanced treatment precision, growth of the GLP-1 aesthetic market, managing patient expectations through predictive simulation, need for individualized treatment outcomes. AI is viewed as a fundamental clinical tool rather than a simple software supplement. As data driven protocols, real-time feedback, and intelligent software enable more consistent, patient-specific, and safer treatments while improving the efficiency in clinics and competitive differentiation. Thus, it is expected to drive the demand for energy-based aesthetic devices in the global market during the forecast period.

### **MARKET DRIVERS**

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## Increasing Demand for Minimally Invasive and Non-invasive Treatments

Increasing demand for minimally invasive and non-invasive treatments is a major driver in the global energy-based aesthetic devices market. It is driven by several factors that include, technological advancements improving outcomes, growth of time constrained consumers & working professionals, patient preference for quick recovery & low downtime, expanding acceptance across age groups, rising risk awareness associated with surgical procedures, and expansion of outpatient clinics & medical spas. As patients seek safer procedures with lesser downtime, the demand for med-spa infrastructure and technological advancements is expanding. Energy-based aesthetic devices use controlled sound, heat, or light to trigger the natural healing response in the body without incisions. This appeal a greater number of consumers. Earlier aesthetic results could be possible through costly plastic surgeries. However, with the rise of medical spas and skilled nurse practitioners using energy-based aesthetic devices, treatment options have become more accessible and affordable, thereby driving the demand for energy-based aesthetic devices.

## Rise of Med-Spas boosting Market Growth

The growing outlook of med-spas is a major driving factor in the global energy-based aesthetic devices market. It is driven by several factors, including rapid global expansion of med-spa chains, lower energy barriers, growing consumer acceptance & lifestyle positioning, expansion into emerging cities, workforce scalability, strong unit economics & higher ROIs per device, and consumer preference for non-invasive procedures. By leveraging hyper-targeted social media strategies, medical spas have effectively captured the pre-juvenation market, specifically Gen Z and Millennial clients, while simultaneously expanding their reach into the rapidly growing male demographic. Compared with hospitals and clinics, med-spas operate with compact, easy-to-manage platforms that offer faster ROI. Therefore, manufacturers are designing systems tailored specifically to med-spa workflows, accelerating the adoption of energy-based aesthetic devices.

## INDUSTRY RESTRAINTS

### Growing Awareness of Health and Wellness Services

A growing awareness of health and wellness services is a major challenges to the global energy-based aesthetic devices market due to the increasing scrutiny of necessity & safety and shifting consumer priority toward holistic well-being. The availability of alternative health and wellness-oriented options compete indirectly with energy-based aesthetic treatments. Consumers increasingly prioritize wellness focused spending on nutrition plans, wellness programs, and gym memberships, which may postpone high-cost device treatments during this spending on lifestyle essentials. It may create strategic challenge in the global energy-based aesthetic devices market.

## ENERGY-BASED AESTHETIC MARKET SEGMENTATION INSIGHTS

### INSIGHTS BY TECHNOLOGY

The global energy-based aesthetic devices market by technology segmentation is segmented laser based, light based, electromagnetic based, ultrasound, cryolipolysis, and others. The laser-based segment holds the largest market share in 2025, driven by factors including the demand for permanent hair reduction, technological versatility, higher clinic ROI, high procedure volumes, and improved safety. The segment is likely to grow at a promising CAGR of 8.93% during the forecast period. As laser-based aesthetic devices offer higher returns on investments which include repeat sessions and fast treatment cycles, their adoption is growing in the global market, especially in emerging markets. With continuous innovations in technologies, the demand for advanced laser-based aesthetic devices is growing across the globe.

### INSIGHTS BY END-USER

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Based on the end-user, the hospital & skin clinics segment holds the largest global energy-based aesthetic devices market share of over 63%. This segment is known as high-performance and high-cost multi-platform workstation. Patients prefer hospitals for high-risk energy treatment such as ablative CO2 lasers as there is presence of expert doctors and emergency care. Additionally, the hospital's capacity for thorough post-treatment observation and specialized follow-up care greatly improves patient safety and ensures more successful long-term outcomes.

Hospitals and skin clinics strongly emphasize safety, regulatory approvals, and clinical evidence. As consumers in developed countries prefer premium, clinically validated technologies, the demand is high for aesthetic devices from hospitals & skin clinics.

#### INSIGHTS BY APPLICATION

The body contouring & skin tightening segment accounted for the largest global energy-based aesthetic devices market share in 2025. The segment is driven by several factors, including consumer preference for non-invasive fat reduction, more repeat sessions & high ROIs for clinics, and increasing lifestyle related body concerns.

Body contouring & skin tightening treatments can be performed with the help of ultrasound, radiofrequency, electromagnetic, or Cryolipolysis-based aesthetic devices by stimulating collagen for firmer skin and destroy fat cells. A high growth opportunity for body contouring and skin tightening treatment in Latin American countries is growing due to the rise in medical tourism and body conscious cultures. Its demand is growing from the APAC region due to higher urban adoption, whereas in Middle Eastern countries, its demand is rising due to premium body aesthetics preference.

#### INSIGHTS BY GENDER

The female segment is dominating and fast-growing segment in the global energy-based aesthetic devices market by gender. The segment is driven by factors such as cultural beauty standards, preference for non-invasive options, life-stage driven needs, repeat treatment behavior, holistic wellness, and high aesthetic awareness.

Women are primarily focuses on achieving anti-aging, beauty standards, and self-expression. Women across the world face several health challenges due to undiagnosed diseases. According to the World Obesity Federation, one in five women is likely to live with obesity by 2030. As the focus on preventive health care rises, women seek energy-based aesthetic procedures that can support long-term health.

#### INSIGHTS BY AGE GROUP

The global energy-based aesthetic devices market by age group is categorized into between 34-50 years, above 50 years, and under 34 years. The between 34-and-50-years segment dominates the global energy-based aesthetic devices market by age group. The segment is driven by consumer preference for low-downtime procedures, higher disposable incomes, and desire for maintaining a youthful & refreshed appearance in the professional place.

The main motivation of between 34-and-50-years age group to perform aesthetic treatments is to proactively manage signs of aging by targeting concerns such as wrinkles, fine lines, and skin firmness to preserve their youthful look. This proactive approach focuses on enhancing long-term skin health and cellular vitality rather than simply reacting to visible damage after it occurs.

Between 34-and-50 years age group segment is growing rapidly in the APAC region, especially in urban centers where GenX or millennials spend more on anti-aging. There is strong culture of aesthetic enhancement in this age group in the Latin American market.

#### ENERGY-BASED AESTHETIC MARKET GEOGRAPHICAL ANALYSIS

North America dominates the global energy-based aesthetic devices market with the share of around 40%. The market is driven by factors that include rising strong clinic infrastructure, growing demand for beauty and grooming, technological advancements, an increased focus on health and wellness, busy lifestyles, wellness tourism, and aging population.

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In 2025, the US and Canada were the major markets in the North American energy-based aesthetic devices market. The US dominates the region due to modern lifestyles, rising awareness of health & wellness, busy schedules, and the presence of a greater number of clinics and med-spas.

According to the American Academy of Dermatology Association, acne is the most common skin condition in the US, affecting up to 50 million Americans annually. This drives the demand for skincare treatments. Technological innovations fuel the market growth and personalization trends in the North America energy-based aesthetic devices market.

APAC is fast-growing in the energy-based aesthetic devices market. It is driven by rising medical tourism, aging population, rising disposable income, growing health consciousness, digital first beauty culture, localization of manufacturing, and fast adoption of new technologies.

Countries such as China, Japan, South Korea, and India have a strong culture of therapeutic treatments. The increasing disposable income coupled with the changing lifestyles of consumers, particularly in developing countries of APAC, is expected to boost market growth of anti-aging products during the forecast period.

## ENERGY-BASED AESTHETIC MARKET VENDOR LANDSCAPE

The global energy-based aesthetic devices market is fragmented with leading seven players contributing less than 30% to the market share. There is significant competition among regional and national players in the energy-based aesthetic devices market. Global premium OEMs are selling premium lasers and high standard platforms. They are competing on clinical evidence and after-sales services. Regional players are competing on price points. They offer mid-range multi-function devices in volume through distributors across Latin America, Middle East & Africa, and APAC regions. Energy-based aesthetic devices companies compete to deliver more efficient, intelligent, and predictive skincare results through advanced technology. Companies currently focus on expanding their presence in body-contouring and hybrid offerings to gain traction in the market.

### Recent Developments in the Energy-Based Aesthetic Devices Market

□ In January 2026, Cutera, Inc. announced a strategic collaboration with professional tennis players during Australian Open tournament, thereby enhancing its global brand visibility and premium positioning significantly.

□ In December 2025, Solta Medical, a key subsidiary of Bausch Health Companies Inc. acquires one of the longtime distributors in China, Wuhan Shibo Zhenmei Technology Co., Ltd., for managing Chinese operations directly.

□ In November 2025, Venus Concept Inc. secures FDA 510(k) clearance for its Venus NOVA, a versatile, next-generation platform for non-invasive aesthetic treatments.

□ In July 2025, InMode India, launches IgniteRF, a radiofrequency (RF) system, designed for body contouring, tissue rejuvenation, and skin tightening, with no downtime and minimal invasiveness.

### Key Vendors

□ Bausch Health Companies Inc.

□ Cutera, Inc.

□ El.En. S.p.A.

□ InMode Ltd.

□ Sisram Medical Ltd

□ Sofwave Medical Ltd.

□ Venus Concept Inc.

### Other Prominent Vendors

□ AbbVie Inc.

□ Aerolase

□ Candela Corporation

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? BIOTEC SRL  
? BISON Medical  
? Bluecore Aesthetic  
? Brera Medical Technologies  
? Cartessa  
? Erchonia Corporation  
? ENDYMED  
? F Care Systems  
? GIGAAMEDICAL  
? GSD  
? Leaflife Technology  
? LINLINE Medical Systems  
? Lynton Lasers Ltd  
? MEDART APS  
? MicroAire  
? Meyer-Haake  
? SharpLight Technologies Inc.  
? Sinclair  
? STRATA Skin Sciences  
? Thermi  
? Wavemed SRL

Segmentation by Technology

? Laser Based  
? Light Based  
? Electromagnetic Based  
? Ultrasound  
? Cryolipolysis  
? Others

Segmentation by End-User

? Hospitals & Skin Clinics  
? Medical Spa & Beauty Clinics  
? Others

Segmentation by Application

? Body Contouring & Skin Tightening  
? Skin Rejuvenation  
? Hair Removal

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?  Vaginal Rejuvenation

?  Leg Vein Treatment

?  Others

Segmentation by Gender

?  Female

?  Male

Segmentation by Age Group

?  Between 34-50 Years

?  Above 50 Years

?  Under 34 years

Segmentation by Geography

?  North America

o  U.S.

o  Canada

?  APAC

o  China

o  Japan

o  India

o  South Korea

o  Australia

o  Indonesia

o  Thailand

?  Europe

o  Germany

o  UK

o  France

o  Italy

o  Spain

o  Netherlands

o  Switzerland

?  Latin America

o  Brazil

o  Mexico

o  Argentina

?  Middle East & Africa

o  Saudi Arabia

o  Turkey

o  UAE

o  South Africa

KEY QUESTIONS ANSWERED:

1.  How big is the global energy-based aesthetic devices market?
2.  What are the key trends in the global energy-based aesthetic devices market?
3.  What is the growth rate of the global energy-based aesthetic devices market?
4.  Who are the major players in the global energy-based aesthetic devices market?
5.  Which region dominates the global energy-based aesthetic devices market?

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