



MEDICAL INSIGHT[®]

Energy-Based Aesthetic Devices

September 2017

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Michael Moretti has served as a medical industry analyst and strategic advisor for more than 25 years. As an industry consultant, Mr. Moretti specializes in strategic business development projects and high-growth, emerging market segments. He provides custom reports and confidential market studies for a variety of clients, including global medical and pharmaceutical companies.

In 1993, Mr. Moretti founded Medical Insight, Inc., the leader in focused aesthetic market research offering comprehensive data on procedure volume and growth, revenue forecasts and new product introductions. Under Mr. Moretti's leadership, Medical Insight publishes global market studies and forecasts for major industry sectors such as facial injectables, cosmeceuticals, body shaping procedures, skin rejuvenation technologies and home-use aesthetic products. Medical Insight also sponsors executive business forums to address scientific developments and market trends for the investment community.

Mr. Moretti is the founder of *Aesthetic TV*, the first and only one-stop online resource for current, reliable information about cosmetic and anti-aging treatments. *Aesthetic TV* offers expert advice for consumers via interviews with the top physicians in the field, and unprecedented access to the latest beauty-enhancing procedures and products created specifically to help people look and feel their absolute best.

Mr. Moretti is also founder and publisher of *THE Aesthetic Guide*[®] – a digital and print publication from Medical Insight featuring in-depth reports on new products, procedures and trends, reaching over 75,000 physicians, industry executives and investment analyst subscribers globally. Special editions of *THE Aesthetic Guide* address the European and Asian markets.

In 2007, Mr. Moretti debuted *THE Aesthetic Show*[™], the first multidisciplinary annual business to business trade show that brings thousands of the highest profile physicians and medical professionals together in Las Vegas to learn about the newest aesthetic procedures, products and technologies in a dynamic, interactive, educational format. For more information please visit: www.miinews.com.

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i. Methodology

The Energy-Based Aesthetic Devices mini report was compiled from a wide variety of public and proprietary sources. Information was cross-checked against other data, using Medical Insight's proprietary forecasting models, and synthesized into both qualitative and quantitative analyses and projections.

Public sources that were utilized for this report include:

- articles in trade publications, medical journals and regulatory documents
- articles in consumer magazines and newspapers
- company news releases, website information, patent documents, regulatory data, marketing materials and financial filings
- information from trade associations

Proprietary sources that were utilized include:

- Medical Insight's extensive database of industry and product information
- Medical Insight's physician survey data
- industry analyst reports;
- exclusive interviews with company executives, analysts, researchers, sales representatives, physicians, patients, consultants and other industry experts

Additionally, feedback from Medical Insight product information is continually built back into research products so that reports are updated with the most recent industry and market information on an ongoing basis.

This mini report represents the first edition of Medical Insight's combined Energy-Based Aesthetic Devices report. This report contains the latest industry news and updated market forecasts, which take into account recent technology, product, company, regulatory and other developments, as well as an in-depth analysis of the competitive positions of key players selling to both core and non-core aesthetic practices.

In addition to updated qualitative product, manufacturer and market information, this report also includes forecasts of the 2015 – 2020 period.

Section**1**

Executive Summary

In 2016, the global market for all energy-based aesthetic device platforms and disposables reached over \$1.5 billion (excluding skin tightening and body shaping systems). Through 2021, the total market for energy-based aesthetic devices, including disposables, will expand by 5.8% per year to reach over \$2 billion. In 2016, platform sales were almost \$1.5 billion and are expected to increase by an estimated 5.7% per year to reach close to \$2 billion in 2021. Disposable sales totaled \$95 million in 2016, and are expected to rise by a strong 7.3% per year to \$136 million by 2021 as procedure volume expands.

Changes in the industry and market growth can be attributed to the ongoing mergers and acquisition activity, resulting in streamlining of product lines. In March 2017 Cynosure was acquired by Hologic for \$1.6B; and in July 2017 APAX Partners acquired Syneron Candela for \$400 million.

All regions will experience similar gains with North America and Asia at 6.2% and 6.1% growth per year, respectively. Latin America will follow closely behind at 6.0% and Europe will have the slowest growth at 4.3% per year.

In 2016, more than 97,000 energy-based aesthetic treatment systems were installed worldwide. With close to 28 million procedures performed during the year, practitioners earned fees of more than \$7.4 billion. Through 2021, the installed base of systems will exceed 103,000 units as physicians increasingly purchase new, clinically validated devices.

Figure 2
North American Dollar Growth for Leading Providers of
Energy-Based Device Platforms,
2016 – 2021
September 2017

