

Body Contouring Market Insights, Global Strategies & Growth Factors

Market Analysis

The global body contouring market size is predicted to grow at a 14.0% CAGR over the forecast period (2023-2032), as per the latest Market Research Future (MRF) report. Body contouring, which is also known as body sculpting, is a surgical procedure which improves the appearance of tissue and skin after a considerable weight loss. This procedure can include liposuction, breast lift, tummy tuck, or body lift. An average body contouring session will last about an hour but has no downtime. It has gained immense popularity as people are looking for safer, cost-effective, and less painful alternatives for getting the desired body shape.

Body contouring can be done both surgically and non-surgically, and both are gaining ample recognition. Although this procedure can address any part of the body but some of the most common areas which people seek to improve include calves, thighs, waistline and back, abdomen, breasts, upper arms, and face and neck.

Various factors are propelling in the [body contouring market insight](#). These factors, as stated by the MRF report, include increasing obese population, lack of exercise, diseases such as diabetes and cardiovascular ailments, adoption of fast food, and rising awareness and accessibility of cosmetic surgeries. Additional factors boosting market growth include advancements in technology, rising disposable income, demand for improved fat reduction procedures, presence of sophisticated infrastructure, expanding medical tourism industry, and growing urbanization. Besides, the different benefits that body contouring offers such as faster recovery time, minimal invasion, accurate fat measurement and removal, less trauma, and targeted internal delivery are also boosting the market growth.

On the contrary, the high cost of therapy may hinder the body contouring market growth over the forecast period.

Key Players

the [body contouring market players](#) report include Wells Johnson Company (US), Erchonia (US), Invasix Aesthetic Solutions (US), InMode (US), Human Med (Germany), Chromogenex (UK), GlobalMed Technologies (US), Fotona (Slovenia), Cutera (US), BTL Industries (US), Andrew Technologies (Canada), Asclepion Laser Technologies (Germany), Valeant (Canada), Palomar Medical Technologies (US), Lumenis (Israel), Syneron Medical (Israel), Cynosure (US), Meridian (Michigan), and Alma Lasers (Israel).

July 2019: A new body-contouring device, CoolTone has received FDA clearance to firm up muscles in the thighs, butt, and the abs.

