Global Tattoo Removal Market: Information by Treatment (Laser Therapy, Surgical Method, Topical Creams and others), End-User (Laser Center and Dermatology Clinic) and Region (Americas, Europe, Asia-Pacific, and the Middle East & Africa) - Forecast till 2023

Overview

Tattoo Removal Market is expected to register a CAGR of 15.6% and is anticipated to reach USD 4,794.9 Million by 2023.

Tattoos are a part of some cultures spread across the world, for example, in the Chinese culture. But in the last couple of decades, tattoo making has taken a new turn and has become a large part of fashion and anybody can get themselves inked with different designs and letters. The number of people getting tattoos has increased exponentially. However, as the body of the person grows in size or with age, the shape of the tattoo changes. As a result, these people opt to get rid of it, which helps in the growth of the tattoo removal market.

The strict corporate employment policies regarding tattoos, military recruitment policies, the inability of the digital sensors to detect the physiological parameters due to the presence of the tattoos, change in the tattoo trends, changing personal preferences, poor artwork, and the quality of the tattoo ink are the major drivers responsible for the market growth. However, expensive laser therapy for tattoo removal, time taking, and painful procedure involving multiple sessions for the treatment, and development of scars after the surgical procedure are hindering the growth of the market.

Market Dynamics

The current employment policies do not expressively prohibit the tattoos, but the presence of a tattoo on an employee can leave a differentiating impression, mostly negative. Moreover, there are different requirements of the military regime which a candidate needs to fulfill if he wishes to be enrolled in the squads; one of them is related to the body tattoos. Tattoos can also create errors while undergoing security checks or during medical or fitness tests. The American military has stringent policies which do not allow any person to sport tattoos on the exposed part of the body. Due to employment policies, errors in digital body sensing devices results and changing trends are responsible for increasing demand for tattoo removal and is anticipated to propel the growth of the tattoo removal market.
Segmentation

The global tattoo removal market has been segmented into treatment method and end-user.

By treatment method, the market has been divided into laser therapy, surgical method, and topical creams & others. The laser therapy accounts for the largest market share of 66%, of the global tattoo removal market. By treatment method, laser therapy holds maximum market share in 2016 due to the widespread availability and use of the laser devices, and the effective removal of the tattoos using these lasers as compared to other methods.

On the basis of the end-user, the tattoo removal market has been segmented into laser centers, dermatology clinics, and others. The popularity of the laser therapy over other methods for the tattoo removal and services provided by the specialty laser centers over regular dermatology clinics are responsible for the growth of this segment during the forecast period.

The laser centers segment accounted for a market value of USD 895.2 million in 2016.

Key Players

The prominent players in the global tattoo removal market are Astanza, Cutera Inc., CynoSure, Dimyth, Lutronic, Syneron Medical Ltd, and Quanta System SpA.

Some of the key strategies followed by the players operating in the global tattoo removal market were innovation, product development, acquisition, and expansion.

Regional Analysis

The global tattoo removal market, based on region, is divided into the North Americas, Europe, Asia-Pacific, and the Middle East & Africa.
North America is estimated to dominate the global tattoo removal market during the forecast period and accounts for the largest market share of 39.6% of the global tattoo removal market by region in 2016. This large share is majorly due to the presence of a large number of tattoo parlors in the region. There are approximately 12000 tattoo studios in just the US. Moreover, high disposable income of the population in the region also drives the growth of the market.

Additionally, the companies operating in the market are mainly focusing on mergers and acquisition, which is expected to support market growth. Asia-Pacific is estimated to be the fastest-growing market with 16.2% CAGR due to the importance of tattoos in countries such as China and Japan and increasing per capita disposable incomes. Furthermore, the market in the Middle East & Africa is expected to witness steady growth due to limited access to healthcare facilities.

Key Updates

- In March 2017, Hologic, Inc., acquired 66% shares of Cynosure to enhance its product portfolio.
- In November 2016, Astanza launched Astanza Trinity for the treatment of vascular lesion and pigment lesion. The product is known as one of the most efficient products and awarded as industry’s most potent multi-wavelength laser for tattoo removal.
- In July 2016, FDA received the clearance for the PicoWay Picosecond laser. This product uses an ultra-short wavelength of 785nm and titanium sapphire laser. The laser is used to remove blue, pink, and green inks.

Market Segmentation

Global Tattoo Removal Market, by Treatment Method
- Laser Therapy
- Surgical Method
- Topical Creams & others

Global Tattoo Removal Market, by End User
- Laser Centers
- Dermatology Clinics
- Others

Global Tattoo Removal Market, by Region
- Americas
  - North America
    - US
    - Canada
  - Latin America
- Europe
  - Western Europe
    - Germany
    - UK
    - France
    - Italy
    - Spain
    - Rest of Western Europe
  - Eastern Europe
- Asia-Pacific
  - China
  - Japan
  - India
  - Australia
  - South Korea
  - Rest of Asia-Pacific
- Middle East & Africa
  - Middle East
Available Additional Customizations

- Additional Companies
  - Hologic Inc.
  - Lumenis
  - Advance Medical Systems
  - AYALASERS
  - WON TECH

- Supply & Demand Analysis

Intended Audience

- Medical device manufacturers and distributors
- Government research organizations
- Hospitals and clinics
- Regulatory agencies
- Pharmaceutical companies

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