

Global Beauty Devices Market Size Study and Forecast by Product Type (Hair Care Devices, Skin Care Devices, Others), By Application (Salon, Spa, At Home), By Consumer Orientation (Men, Women), By Distribution Channel (Online, Offline), and Regional Forecasts 2026–2036

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Abstracts

Global Beauty Devices Market Definition & Scope

The Global Beauty Devices Market, valued at USD 60.72 Billion in 2025, is projected to reach USD 213.01 Billion by 2036, expanding at a CAGR of 12.05% during the forecast period. The market consists of technologically advanced electronic devices developed for improving skin health, hair care, facial aesthetics, body grooming, and cosmetic procedures for professional and personal applications. The market is segmented by types of Hair Care Devices, Skin Care Devices and Other beauty devices. The applications cover Salons, Spas and At-Home, and the users are Men and Women with Online and Offline distribution channels. These devices use new technologies like light-emitting diode (LED) therapy, radiofrequency (RF), ultrasound, laser, intense pulsed light (IPL), microcurrent, ionization, and artificial intelligence (AI) for improving beauty treatments, skin care and hair care solutions.

The growth of the market is attributed to the increasing consumer demand for non-invasive aesthetic treatment, increasing knowledge of beauty and wellness, increasing adoption of beauty technology at home, and constant developments in cosmetic device innovation. As consumers are increasingly investing in AI-enabled skincare analyzers, LED facial devices, laser hair removal systems, RF skin tightening devices, smart hair styling tools and personalized beauty technologies, they are able to achieve

professional-quality results at home. Beauty brands and medical aesthetic companies are adopting connected devices, mobile applications, cloud-based analytics, and personalized treatment recommendations to improve user engagement and treatment results. Moreover, the increasing demand for anti-aging solutions, growing influence of social media and beauty influencers, expanding grooming trends among men, and increasing disposable income are creating significant opportunities for the market players. The global beauty devices market is expected to see continuous innovation in smart beauty technologies, wearable beauty devices, AI-powered diagnostics and portable aesthetic equipment supporting long term growth of the global beauty devices market throughout the forecast period.

Global Beauty Devices Market: Key Highlights

The global beauty devices market was valued at USD 60.72 Billion in 2025, driven by increasing consumer demand for non-invasive aesthetic treatments, expanding beauty awareness, rising adoption of at-home skincare devices, and continuous technological advancements in personal care devices.

The market is anticipated to grow at a CAGR of 12.05% during 2026–2036, and is expected to reach USD 213.01 Billion by 2036 from USD 91.49 Billion in 2026. Growth is driven by AI-enabled beauty technologies, smart skincare devices, LED therapy, radiofrequency (RF), and laser treatment as well as rising demand for personalized beauty solutions.

North America dominates the global market with an estimated market share of 35.6% in 2025. The region has high consumer spending on beauty and wellness products, advanced aesthetic healthcare infrastructure, rapidly growing adoption of innovative cosmetic technologies, and a strong presence of leading beauty device manufacturers.

The Asia Pacific region is expected to record the highest CAGR of 13.1% during 2026-2036 driven by the growth of the beauty & skincare industries, increasing disposable incomes, growing influence of K-beauty and J-beauty trends, rising penetration of e-commerce, and rapid adoption of smart beauty technologies in China, Japan, South Korea, and India.

Skin Care Devices held the largest share of the product type segment in 2025, estimated at 63.2%. This segment's growth is attributed to growing demand for anti-aging treatments, facial cleansing devices, LED therapy systems, skin

rejuvenation equipment and personalized skincare technologies.

Hair Care Devices is expected to grow at the fastest CAGR of 12.8% during the forecast period owing to the rising demand for advanced hair styling tools, laser hair growth devices, scalp treatment technologies, and smart hair care solutions.

The application segment share for At Home is estimated at 54.8% in 2025, growing with the rising consumer demand for convenient, cost-effective and professional quality beauty treatments at home.

The highest CAGR of 12.4% is expected in the Salon segment over the forecast period 2026-2036 owing to increasing investments in advanced aesthetic equipment, premium beauty services, and professional cosmetic treatments with the use of AI-powered and energy-based beauty devices.

The women segment in consumer orientation is expected to dominate in terms of share, accounting for 68.9% in 2025, owing to high demand for skin care, anti-aging, facial rejuvenation, and hair care devices. On the other hand, the men segment is expanding rapidly due to increasing consciousness about grooming, skin care & personal wellness.

The investments in AI-based beauty diagnostics, connected beauty ecosystems, wearables beauty technologies, and personalized skincare solutions are expected to offer significant long-term growth opportunities for beauty device manufacturers, cosmetic brands, aesthetic clinics, and technology providers.

Research Scope & Methodology

The report presents a comprehensive Strategic Outlook of the Global Beauty Devices Market for the forecast period of 2026-2036. The report offers a review of market size, revenue estimations, competitive landscape, technological innovations, consumer behavior, aesthetic treatment trends, and potential investment opportunities in the global beauty devices market. The assessment considers the complete value chain, from component manufacturing, device manufacturing, software integration, distribution, professional aesthetic services, retail channels, and end-user adoption for home-use and professional beauty applications. The market is analyzed across Product Type (Hair Care Devices, Skin Care Devices, Others), Application (Salon, Spa, At Home), Consumer Orientation (Men, Women), and Distribution Channel (Online, Offline). The

regional analysis covers North America, Europe, Asia Pacific, and LAMEA. The analysis of these regions includes the consumer expenditure, trend of beauty and wellness, healthcare infrastructure, technological innovation, regulatory frameworks, and digital commerce that affect the market development in the region. The report also provides a detailed analysis of the emerging trends in artificial intelligence (AI), light emitting diode (LED) therapy, radiofrequency (RF), lasers technologies, intense pulsed light (IPL), ultrasound, microcurrent devices, wearable beauty technologies, and connected mobile applications that are continuing to reshape the competitive landscape of the beauty devices market.

Research methodology involves extensive primary and secondary research to offer dependable market intelligence and strong long-term forecasts. Primary research includes interviews with manufacturers of beauty devices, cosmetic companies, dermatologists, aesthetic clinics, salon operators, distributors, technology providers, retailers, and industry experts from the major global markets. Secondary research covers publications from healthcare agencies, beauty associations, government agencies, annual reports, investor presentations, dermatology journals, aesthetic medicine research and validated market intelligence sources. Market estimates are developed using both top-down and bottom-up methodologies and are validated using data triangulation to ensure consistency across all market segments and regional analysis. Forecast models take into account the historical adoption of beauty devices, consumer spending on personal care, technology innovation, trends in aesthetic procedures, growth in e-commerce and macro-economic factors. The competitive benchmarking section assesses the product portfolios, research and development investments, geographic presence, strategic partnership, digital capabilities, manufacturing capacity and innovation strategies of the key market players to provide a detailed understanding of the changing competitive dynamics in the Global Beauty Devices Market.

Key Market Segments

By Product Type:

Hair Care Devices

Skin Care Devices

Others

By Application:

Salon

Spa

At Home

By Consumer Orientation:

Men

Women

By Distribution Channel:

Online

Offline

Key Market Players

Nu Skin Enterprises Inc.

Candela Corporation

Procter & Gamble

Colgate-Palmolive Company

Strata Skin Sciences

Merz North America, Inc.

Ya-Man Ltd.

Panasonic Corporation

Alma Lasers

Bausch Health Companies Inc.

Industry Trends

Artificial intelligence is transforming the beauty devices market with AI-based skin analysis, personalized treatment recommendations, facial mapping, real-time progress tracking, and connected mobile applications. Now smart beauty devices are offering tailored skincare and haircare solutions based on the unique profiles and skin conditions of individual users.

Non-invasive aesthetic technologies are continuing to see widespread adoption as consumers increasingly gravitate toward LED light therapy, radiofrequency (RF), intense pulsed light (IPL), laser treatments, ultrasound and microcurrent devices that provide professional-quality cosmetic results without surgical procedures or lengthy recovery time.

The at-home beauty device segment is growing quickly, as consumers look for convenient and affordable alternatives to professional treatments. Features like portability, ease of use, safety, wireless connections, and treatment guidance via apps are being added by manufacturers to make the devices more accessible and enhance the user experience.

Beauty devices are increasingly connecting to smartphones, cloud platforms, wearable technologies and digital health applications, creating connected beauty ecosystems. Such ecosystems enable treatment tracking, personalized skin care regimens, firmware updates and remote user support.

Men's grooming is a growing market with rising demand for laser hair removal devices, facial cleansing systems, beard care tools, anti-aging devices and scalp treatment technologies for men.

The LED therapy devices are witnessing a strong adoption across the skincare applications based on the application owing to their efficiency in treating acne, skin rejuvenation, collagen stimulation, inflammation reduction and anti-aging therapies. Continuous progress in wavelength optimization and portable device design is also fueling more consumer adoption.

Manufacturers are more and more committed to sustainability by developing energy-efficient products, rechargeable battery systems, recyclable packaging, tough product designs, and environmentally responsible manufacturing practices to match changing consumer expectations.

E-commerce and direct-to-consumer sales channels are transforming beauty device distribution through personalized product recommendations, virtual consultations, influencer marketing, online demonstrations, subscription services, and global market access.

The use of high tech sensors, biometric monitoring and smart diagnostics is improving device performance with real time analysis of skin hydration, optimization of treatment, monitoring of usage and personalized beauty recommendations based on measurable physiological data.

Innovation across the industry continues to be driven by strategic partnerships between beauty brands, medical aesthetic companies, consumer electronics manufacturers, dermatology clinics, AI technology providers and digital wellness platforms. The global beauty devices market is expected to grow in the long-term through 2036, supported by investments in smart beauty devices, personalized skincare technologies, connected ecosystems, and non-invasive aesthetic treatments.

Market Determinants

Growing Demand for Non-Invasive Aesthetic Treatments: Increasing consumer preference for non-surgical cosmetic procedures is a major driver of the beauty devices market. Demand for LED therapy, radiofrequency (RF), laser, intense pulsed light (IPL), microcurrent, and ultrasound-based devices continues to grow as consumers seek effective beauty treatments with minimal downtime and improved safety.

Rising Adoption of At-Home Beauty Devices: Consumers are increasingly investing in home-use beauty devices that provide professional-quality skincare and haircare treatments while offering greater convenience and cost savings. The growing popularity of connected devices and personalized beauty routines is further accelerating market expansion.

Technological Advancements in Smart Beauty Devices: Continuous innovation in artificial intelligence (AI), IoT connectivity, mobile applications, biometric sensors, and personalized skincare diagnostics is enhancing device performance, treatment precision, and user engagement. These advancements are enabling customized beauty solutions that improve treatment outcomes and customer satisfaction.

Expanding Beauty Consciousness and Rising Disposable Incomes: Growing awareness of skincare, anti-aging treatments, hair health, and personal grooming, coupled with rising disposable incomes and increasing spending on wellness products, is supporting demand for advanced beauty devices across both developed and emerging markets.

High Product Costs and Limited Affordability: Advanced beauty devices incorporating AI, laser, RF, and premium aesthetic technologies often involve high purchase costs, limiting adoption among price-sensitive consumers. Professional-grade equipment also requires significant capital investment by salons, spas, and aesthetic clinics.

Regulatory Compliance and Product Safety Requirements: Beauty devices must comply with stringent regulatory standards governing electrical safety, medical device classifications, efficacy claims, and consumer protection. Product approvals, certification processes, and evolving regulatory requirements can increase development costs and extend commercialization timelines.

Opportunity Mapping Based on Market Trends

Expansion of AI-Powered Personalized Beauty Solutions: Growing adoption of artificial intelligence, machine learning, and connected beauty ecosystems is creating significant opportunities for manufacturers to develop smart beauty devices capable of personalized skin analysis, customized treatment recommendations, real-time progress monitoring, and adaptive skincare routines. AI-driven diagnostics are expected to become a key differentiator across premium beauty devices.

Growth of At-Home Professional Beauty Technologies: Increasing consumer preference for convenient, salon-quality treatments at home is creating

opportunities for companies to expand portable laser hair removal devices, LED therapy systems, radiofrequency skin tightening devices, facial cleansing tools, and smart hair care appliances. User-friendly designs and app-based treatment guidance are expected to accelerate adoption across global markets.

Rising Demand for Men's Grooming and Preventive Skincare: Expanding awareness of personal grooming, anti-aging treatments, scalp health, beard care, and preventive skincare among male consumers is creating new revenue opportunities. Manufacturers developing gender-specific devices and multifunctional beauty technologies can capitalize on the growing men's beauty and wellness segment.

Expansion Across Emerging Markets and Digital Commerce: Rapid urbanization, rising disposable incomes, increasing beauty awareness, and expanding e-commerce platforms across Asia Pacific, Latin America, the Middle East, and Africa are creating substantial long-term opportunities. Companies investing in localized product offerings, online distribution channels, digital marketing strategies, and affordable smart beauty devices will be well positioned to benefit from accelerating consumer demand in emerging economies.

Value-Creating Segments and Growth Pockets

Skin Health Demand Drives the Adoption of Advanced Beauty Devices

The Skin Care Devices segment is projected to account for the largest market share of approximately 63.2% in 2025, supported by growing consumer and professional demand for anti-aging treatments, facial cleansing, LED therapy, skin rejuvenation, acne management, and personalized skincare technologies. Consumers are increasingly seeking convenient solutions that can deliver professional-quality results while fitting into everyday beauty routines. The expanding availability of home-use devices, combined with continued adoption across aesthetic clinics, dermatology centers, and professional beauty establishments, is broadening the segment's consumer base. Manufacturers are also integrating smart sensors, connected technologies, AI-enabled skin analysis, and personalized treatment capabilities to improve device effectiveness and user engagement. Growing skincare awareness, premiumization, and innovation in non-invasive beauty treatments are expected to sustain the segment's market leadership.

The Hair Care Devices segment is projected to register the highest CAGR of 12.8% during 2026–2036, driven by increasing demand for advanced hair styling tools, laser hair growth devices, scalp treatment technologies, intelligent hair dryers, and smart hair care solutions. Consumers are increasingly prioritizing both hair appearance and long-term scalp and hair health, encouraging demand for multifunctional devices that combine styling with therapeutic benefits. Technological advances in heat control, hair damage prevention, personalized treatment settings, and connected device functionality are further expanding the category. Growing awareness of hair loss, scalp health, and personalized grooming is expected to create significant opportunities for innovative hair care devices throughout the forecast period.

At-Home Beauty Routines Accelerate Demand for Connected Beauty Devices

The At Home segment is projected to dominate the global beauty devices market, accounting for an estimated 54.8% share in 2025. Its leadership is driven by growing consumer preference for convenient, affordable, and professional-quality beauty treatments that can be performed without frequent visits to salons or aesthetic clinics. The expansion of e-commerce has significantly improved access to advanced beauty devices, while AI-powered diagnostics, connected devices, and personalized treatment technologies are making home-based beauty routines increasingly sophisticated. Consumers are adopting LED therapy devices, facial cleansing systems, hair removal technologies, microcurrent devices, and other smart solutions as part of regular personal care routines. Increasing beauty awareness, premiumization, and demand for time-efficient treatments are expected to further strengthen the at-home segment.

The Salon segment is projected to register the highest CAGR of 12.4% during 2026–2036, supported by rising investments in advanced aesthetic equipment, premium beauty services, non-invasive cosmetic procedures, and technology-enabled treatment solutions. Salons are increasingly adopting sophisticated devices to expand their service portfolios, improve treatment precision, and deliver differentiated customer experiences. Growing consumer demand for professional skincare, hair treatments, rejuvenation procedures, and personalized beauty services is encouraging investments in advanced equipment. Continued innovation in non-invasive technologies and increasing competition among beauty service providers are expected to accelerate the adoption of high-performance beauty devices across salons.

Expanding Women's Beauty Routines Sustain Market Leadership

The Women segment is projected to dominate the global beauty devices market,

accounting for an estimated 68.9% share in 2025. The segment's leadership is supported by strong demand for skincare, anti-aging, facial rejuvenation, hair removal, hair care, and premium beauty routines. Women are increasingly incorporating technology-enabled devices into their daily personal care regimes, particularly as consumers seek personalized and convenient alternatives to conventional beauty treatments. The growing availability of smart skincare devices, connected beauty technologies, and professional-grade home-use equipment is further expanding adoption. Rising beauty consciousness, premiumization, and increasing consumer willingness to invest in personalized treatments are expected to maintain women's dominant position throughout the forecast period.

The Men segment is projected to register the highest CAGR of 12.6% during 2026–2036, driven by growing awareness of grooming, skincare, beard care, scalp treatments, and preventive personal care. Beauty device manufacturers are increasingly introducing products specifically designed for male consumers, including facial cleansing devices, beard trimmers, hair growth systems, skin treatment devices, and smart grooming technologies. The normalization of advanced skincare and grooming among men is expanding the addressable consumer base beyond traditional shaving products. Growing interest in appearance, wellness, and personalized grooming routines, combined with broader product availability through digital retail channels, is expected to accelerate men's adoption of beauty devices.

In-Store Experiences Sustain Offline Beauty Device Sales

The Offline segment is projected to account for the largest market share of approximately 58.6% in 2025, supported by consumer preference for in-store product demonstrations, expert consultation, immediate product availability, and hands-on evaluation before purchasing beauty devices. Specialty beauty stores, electronics retailers, department stores, and authorized distributors provide consumers with opportunities to understand device functionality, compare products, and receive personalized recommendations. This is particularly important for higher-value devices where consumers may require guidance regarding technology, treatment suitability, and usage. Established retail networks and trusted distributor relationships further support offline sales. As beauty devices become increasingly sophisticated, the ability to demonstrate product performance and provide expert assistance is expected to remain an important competitive advantage.

The Online segment is projected to register the highest CAGR of 13.3% during 2026–2036, driven by expanding e-commerce platforms, direct-to-consumer strategies,

digital marketing, influencer recommendations, virtual consultations, competitive pricing, and the rapid development of omnichannel retail models. Online channels are enabling beauty device brands to reach broader consumer segments while providing detailed product information, reviews, demonstrations, and personalized recommendations. Social commerce and beauty influencers are also increasing consumer awareness of emerging device categories and accelerating product discovery. Improvements in virtual consultations, AI-powered recommendations, flexible payment options, and doorstep delivery are further reducing barriers to online purchases. Continued digitalization of beauty retail is expected to make online channels an increasingly important growth engine for the market.

Regional Market Assessment

Premium Beauty Spending and Aesthetic Innovation Strengthen North America's Market Leadership

North America is projected to lead the global beauty devices market, accounting for an estimated 35.6% share in 2025, supported by strong consumer spending on beauty and personal care, well-developed aesthetic healthcare infrastructure, high adoption of non-invasive cosmetic procedures, and the presence of leading beauty device manufacturers. Consumers across the United States and Canada are increasingly adopting advanced skincare, hair care, grooming, and aesthetic technologies as part of both professional treatments and at-home beauty routines. Manufacturers and service providers are also investing in AI-enabled beauty technologies, connected skincare devices, personalized treatment systems, and professional aesthetic equipment to improve treatment precision and consumer engagement. Growing premiumization, increasing awareness of technology-enabled beauty solutions, and continued innovation in non-invasive treatments are expected to reinforce the region's market leadership.

K-Beauty Trends and Smart Technology Adoption Accelerate Beauty Device Growth in Asia Pacific

Asia Pacific is projected to register the highest CAGR of 13.1% during 2026–2036, driven by expanding beauty and skincare industries, rising disposable incomes, rapid urbanization, and growing consumer interest in personalized beauty solutions across China, Japan, South Korea, India, and Southeast Asia. The influence of K-beauty and J-beauty trends is encouraging consumers to adopt advanced skincare routines and technology-enabled beauty treatments. Growing smartphone penetration and expanding e-commerce ecosystems are further improving access to smart beauty devices,

including LED therapy systems, facial cleansing devices, hair growth technologies, and connected skincare platforms. Beauty brands are increasingly introducing AI-enabled diagnostics and personalized treatment technologies to differentiate products and strengthen consumer engagement. Continued digital retail expansion, premiumization, and product innovation are expected to position Asia Pacific as the fastest-growing regional market.

Premium Skincare Demand and Aesthetic Technology Innovation Sustain Europe's Beauty Device Market

Europe represents a significant market for beauty devices, supported by a well-established cosmetics industry, strong demand for premium skincare products, growing adoption of at-home aesthetic devices, and stringent product safety and quality standards. Consumers across Germany, France, Italy, the United Kingdom, and Spain are increasingly seeking advanced solutions for anti-aging, skin rejuvenation, facial cleansing, hair care, and personalized beauty treatments. Manufacturers are responding by investing in dermatology technologies, connected beauty devices, intelligent treatment systems, and products designed to deliver professional-quality results at home. The region's strong premium beauty market and increasing consumer emphasis on wellness, efficacy, and product safety are further supporting adoption. Continued innovation across non-invasive aesthetic technologies and smart personal care devices is expected to create sustained growth opportunities.

Beauty Market Expansion and Digital Retail Create New Opportunities Across LAMEA

LAMEA is emerging as a promising market for beauty devices, supported by increasing urbanization, expanding cosmetics and personal care industries, rising disposable incomes, and growing consumer awareness of advanced beauty and grooming technologies. Countries including Brazil, Mexico, Saudi Arabia, the United Arab Emirates, and South Africa are witnessing increasing demand for premium skincare, hair care, grooming, and aesthetic solutions. Expanding beauty retail infrastructure and rapidly developing e-commerce platforms are improving access to international brands and technology-enabled beauty products. Growing interest in personalized skincare, anti-aging treatments, home-based beauty routines, and professional aesthetic services is further broadening the regional consumer base. Continued investment in digital beauty platforms, premium product portfolios, and modern retail infrastructure is expected to create long-term opportunities for beauty device manufacturers across LAMEA.

Recent Developments

May 2025: Nu Skin Enterprises Inc. expanded its connected beauty portfolio by introducing AI-powered skincare devices with advanced skin analysis, personalized treatment recommendations, and mobile application integration to enhance consumer engagement.

March 2025: Candela Corporation launched next-generation energy-based aesthetic devices featuring enhanced laser technologies and intelligent treatment optimization for professional dermatology clinics and aesthetic centers.

October 2024: Panasonic Corporation introduced advanced smart beauty appliances equipped with AI-enabled temperature control, scalp analysis, and personalized hair care functions to improve user experience and treatment effectiveness.

August 2024: Alma Lasers expanded its non-invasive aesthetic device portfolio by integrating advanced radiofrequency and laser technologies for skin rejuvenation, body contouring, and cosmetic dermatology applications.

Critical Business Questions Addressed

How will the Global Beauty Devices Market evolve through 2036?

The report evaluates long-term market growth driven by AI-powered beauty technologies, non-invasive aesthetic treatments, smart skincare devices, connected beauty ecosystems, and increasing at-home beauty device adoption.

Which product type, application, consumer orientation, and distribution channel segments will generate the greatest commercial opportunities?

The study identifies the dominant and fastest-growing market segments, enabling manufacturers, beauty brands, aesthetic clinics, investors, retailers, and technology providers to prioritize strategic investments.

What are the primary factors driving market expansion?

The report analyzes the influence of technological innovation, personalized skincare, beauty consciousness, digital commerce, AI integration, and growing demand for non-invasive cosmetic treatments on future market development.

Which regional markets present the strongest long-term investment potential?

The assessment compares consumer spending, beauty industry development, healthcare infrastructure, technology adoption, e-commerce penetration, and regulatory environments across major regions to identify the most attractive growth opportunities.

How can beauty device manufacturers strengthen their competitive position in the evolving industry?

The report examines strategic priorities including AI-powered diagnostics, connected beauty ecosystems, smart device innovation, personalized treatment technologies, omnichannel distribution, and sustainable product development to support long-term competitive advantage.

Beyond the Forecast

The beauty devices market will continue to evolve through advancements in artificial intelligence, connected beauty ecosystems, wearable beauty technologies, laser and light-based therapies, biometric sensors, and personalized skincare diagnostics, enabling more effective, convenient, and data-driven beauty solutions.

Rising investments in non-invasive aesthetics, at-home beauty technologies, digital health integration, premium skincare, AI-powered beauty analytics, and smart consumer electronics will continue creating substantial opportunities for beauty device manufacturers, cosmetic brands, aesthetic clinics, technology providers, and healthcare companies worldwide.

As consumers increasingly prioritize convenience, personalization, preventive skincare, and technology-enabled beauty experiences, organizations investing in intelligent beauty devices, connected digital platforms, AI-powered diagnostics, and innovative non-invasive treatment solutions will be well positioned to capitalize on long-term growth opportunities in the global beauty devices market through 2036.

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