

# **Global Household Beauty Appliances Market Size Study, by Product Type (Haircare, Skincare, Facial Care, Body Care, Others), by Distribution Channel (Supermarket/Hypermarket, Convenience Store, Online) and Regional Forecasts 2022-2032**

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## **Abstracts**

The Global Household Beauty Appliances Market is valued at approximately USD 7.98 billion in 2023 and is poised for steady growth, recording a CAGR of 5.70% during the forecast period 2024-2032. The demand for beauty appliances tailored for home use has risen dramatically in recent years, driven by the increasing consumer inclination toward self-care and the convenience of achieving salon-like results at home. These appliances, spanning haircare, skincare, and other personal grooming categories, are increasingly equipped with advanced technologies to cater to a growing audience seeking precision, efficiency, and personalized care. As beauty and grooming emerge as central aspects of modern lifestyles, this market is cementing its role as a transformative force in the retail landscape.

The growth of the household beauty appliances market is underpinned by several critical drivers. The rising prevalence of beauty-conscious consumers, particularly among urban populations, has led to surging demand for innovative and multi-functional beauty devices. Enhanced accessibility through online platforms and the introduction of portable and easy-to-use devices are further augmenting market penetration. However, factors such as the high initial cost of premium beauty appliances and competition from salon services might moderate growth. Nevertheless, the industry is continually overcoming these hurdles with innovations in affordability and by leveraging social media and digital marketing strategies to reach younger demographics effectively.

Regional dynamics highlight notable trends shaping the global beauty appliance market.

North America dominates the market, bolstered by widespread adoption of technologically advanced beauty devices and a strong presence of key industry players. Europe also holds a substantial share, driven by growing consumer preference for sustainable and eco-friendly beauty solutions. Meanwhile, the Asia Pacific region is anticipated to exhibit the fastest growth rate, fueled by increasing disposable incomes, urbanization, and a rapidly expanding middle-class population eager to adopt global beauty trends. Strategic collaborations with local distributors and online platforms are also aiding regional market players in capturing significant shares.

Leading companies are investing in advanced R&D initiatives to introduce state-of-the-art technologies, such as AI-driven skincare analyzers and multifunctional devices, that cater to diverse consumer needs. Partnerships with retail giants and e-commerce platforms have further amplified their market presence, enabling them to effectively reach a tech-savvy consumer base while expanding their geographical footprint.

Major market players included in this report are:

1. Dyson Ltd.
2. Conair Corporation
3. Panasonic Corporation
4. Philips N.V.
5. L'Oréal S.A.
6. Nu Skin Enterprises, Inc.
7. Helen of Troy Limited
8. LG Electronics
9. Procter & Gamble Co.
10. SharkNinja Operating LLC
11. Revlon Inc.

12. Remington Products Company

13. Beurer GmbH

14. BaBylissPRO

15. MTG Co., Ltd.

The detailed segments and sub-segment of the market are explained below:

#### By Product Type

Haircare

Skincare

Facial Care

Body Care

Others

#### By Distribution Channel

Supermarket/Hypermarket

Convenience Store

Online

#### By Region:

North America

U.S.

Canada

## Europe

UK

Germany

France

Spain

Italy

Rest of Europe

## Asia Pacific

China

India

Japan

Australia

South Korea

Rest of Asia Pacific

## Latin America

Brazil

Mexico

## Middle East & Africa

Saudi Arabia

South Africa

Rest of Middle East & Africa

Years considered for the study are as follows:

Historical Year: 2022

Base Year: 2023

Forecast Period: 2024 to 2032

## Key Takeaways:

Extensive market estimates and forecasts for a decade.

In-depth regional analysis to identify growth opportunities.

Insights into competitive strategies and key market players.

Actionable recommendations for industry stakeholders.

Analysis of supply-demand dynamics influencing the market trajectory.

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