

Global Portable Beauty Equipment Market Research Report 2025(Status and Outlook)

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Abstracts

Report Overview

Portable beauty equipment refers to a range of compact and lightweight devices designed for personal grooming and skincare purposes. These devices are typically battery-operated or rechargeable, allowing users to conveniently carry them while traveling or on the go. Portable beauty equipment includes items such as facial cleansing brushes, hair removal devices, facial steamers, and LED light therapy masks. These products cater to the growing demand for at-home beauty treatments and skincare routines that offer professional results without the need for salon visits.

The market for portable beauty equipment is experiencing significant growth driven by several key trends. One of the primary factors contributing to this growth is the increasing focus on self-care and personal grooming among consumers. With busy lifestyles and limited time for salon visits, individuals are turning to portable beauty devices as convenient solutions for maintaining their skincare and grooming routines. Additionally, advancements in technology have led to the development of innovative features in portable beauty equipment, such as customizable settings, app connectivity, and multi-functionality, further driving market demand. Moreover, the rise of social media influencers and beauty bloggers promoting at-home beauty treatments has also played a role in popularizing portable beauty devices among a wider audience.

The market for portable beauty equipment is expected to continue its upward trajectory in the coming years, fueled by various market drivers. The growing preference for non-invasive skincare treatments and the increasing awareness of the benefits of regular skincare routines are anticipated to boost the demand for portable beauty devices. Furthermore, the rise of e-commerce platforms and online beauty retailers has made

these products more accessible to consumers worldwide, driving market expansion. In addition, the ongoing trend of customization and personalization in beauty products is likely to lead to the development of more advanced and tailored portable beauty equipment to meet diverse consumer needs.

This report provides a deep insight into the global Portable Beauty Equipment market covering all its essential aspects. This ranges from a macro overview of the market to micro details of the market size, competitive landscape, development trend, niche market, key market drivers and challenges, SWOT analysis, value chain analysis, etc.

The analysis helps the reader to shape the competition within the industries and strategies for the competitive environment to enhance the potential profit. Furthermore, it provides a simple framework for evaluating and accessing the position of the business organization. The report structure also focuses on the competitive landscape of the Global Portable Beauty Equipment Market, this report introduces in detail the market share, market performance, product situation, operation situation, etc. of the main players, which helps the readers in the industry to identify the main competitors and deeply understand the competition pattern of the market.

In a word, this report is a must-read for industry players, investors, researchers, consultants, business strategists, and all those who have any kind of stake or are planning to foray into the Portable Beauty Equipment market in any manner.

Global Portable Beauty Equipment Market: Market Segmentation Analysis

The research report includes specific segments by region (country), manufacturers, Type, and Application. Market segmentation creates subsets of a market based on product type, end-user or application, Geographic, and other factors. By understanding the market segments, the decision-maker can leverage this targeting in the product, sales, and marketing strategies. Market segments can power your product development cycles by informing how you create product offerings for different segments.

Key Company

Astramedia

Emmi Ultrasonic

Tripollar

Ya-man

Silkn

Dr.Arrivo

Foreo

Newa

Nano Time Beauty

Shine Fun Beauty Enterprise

Panasonic

Clio

Nasonic

Rosswan

Merz

ARTISTIC&CO

Sisram Medical

KAKUSAN

Market Segmentation (by Type)

Plug in Type

Battery Operated

Market Segmentation (by Application)

Home Care

Aesthetic Clinics

Others

Geographic Segmentation

North America (USA, Canada, Mexico)

Europe (Germany, UK, France, Russia, Italy, Rest of Europe)

Asia-Pacific (China, Japan, South Korea, India, Southeast Asia, Rest of Asia-Pacific)

South America (Brazil, Argentina, Columbia, Rest of South America)

The Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria, South Africa, Rest of MEA)

Key Benefits of This Market Research:

Industry drivers, restraints, and opportunities covered in the study

Neutral perspective on the market performance

Recent industry trends and developments

Competitive landscape & strategies of key players

Potential & niche segments and regions exhibiting promising growth covered

Historical, current, and projected market size, in terms of value

In-depth analysis of the Portable Beauty Equipment Market

Overview of the regional outlook of the Portable Beauty Equipment Market:

Key Reasons to Buy this Report:

Access to date statistics compiled by our researchers. These provide you with historical and forecast data, which is analyzed to tell you why your market is set to change

This enables you to anticipate market changes to remain ahead of your competitors

You will be able to copy data from the Excel spreadsheet straight into your marketing plans, business presentations, or other strategic documents

The concise analysis, clear graph, and table format will enable you to pinpoint the information you require quickly

Provision of market value (USD Billion) data for each segment and sub-segment

Indicates the region and segment that is expected to witness the fastest growth as well as to dominate the market

Analysis by geography highlighting the consumption of the product/service in the region as well as indicating the factors that are affecting the market within each region

Competitive landscape which incorporates the market ranking of the major players, along with new service/product launches, partnerships, business expansions, and acquisitions in the past five years of companies profiled

Extensive company profiles comprising of company overview, company insights, product benchmarking, and SWOT analysis for the major market players

The current as well as the future market outlook of the industry concerning recent developments which involve growth opportunities and drivers as well as challenges and restraints of both emerging as well as developed regions

Includes in-depth analysis of the market from various perspectives through Porter's five forces analysis

Provides insight into the market through Value Chain

Market dynamics scenario, along with growth opportunities of the market in the years to come

6-month post-sales analyst support

Customization of the Report

In case of any queries or customization requirements, please connect with our sales team, who will ensure that your requirements are met.

Chapter Outline

Chapter 1 mainly introduces the statistical scope of the report, market division standards, and market research methods.

Chapter 2 is an executive summary of different market segments (by region, product type, application, etc), including the market size of each market segment, future development potential, and so on. It offers a high-level view of the current state of the Portable Beauty Equipment Market and its likely evolution in the short to mid-term, and long term.

Chapter 3 makes a detailed analysis of the market's competitive landscape of the market and provides the market share, capacity, output, price, latest development plan, merger, and acquisition information of the main manufacturers in the market.

Chapter 4 is the analysis of the whole market industrial chain, including the upstream and downstream of the industry, as well as Porter's five forces analysis.

Chapter 5 introduces the latest developments of the market, the driving factors and restrictive factors of the market, the challenges and risks faced by manufacturers in the industry, and the analysis of relevant policies in the industry.

Chapter 6 provides the analysis of various market segments according to product types, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different market segments.

Chapter 7 provides the analysis of various market segments according to application,

covering the market size and development potential of each market segment, to help readers find the blue ocean market in different downstream markets.

Chapter 8 provides a quantitative analysis of the market size and development potential of each region and its main countries and introduces the market development, future development prospects, market space, and capacity of each country in the world.

Chapter 9 introduces the basic situation of the main companies in the market in detail, including product sales revenue, sales volume, price, gross profit margin, market share, product introduction, recent development, etc.

Chapter 10 provides a quantitative analysis of the market size and development potential of each region in the next five years.

Chapter 11 provides a quantitative analysis of the market size and development potential of each market segment (product type and application) in the next five years.

Chapter 12 is the main points and conclusions of the report.

Contents

1 RESEARCH METHODOLOGY AND STATISTICAL SCOPE

1.1 Market Definition and Statistical Scope of Portable Beauty Equipment

1.2 Key Market Segments

1.2.1 Portable Beauty Equipment Segment by Type

1.2.2 Portable Beauty Equipment Segment by Application

1.3 Methodology & Sources of Information

1.3.1 Research Methodology

1.3.2 Research Process

1.3.3 Market Breakdown and Data Triangulation

1.3.4 Base Year

1.3.5 Report Assumptions & Caveats

2 PORTABLE BEAUTY EQUIPMENT MARKET OVERVIEW

2.1 Global Market Overview

2.1.1 Global Portable Beauty Equipment Market Size (M USD) Estimates and Forecasts (2020-2033)

2.1.2 Global Portable Beauty Equipment Sales Estimates and Forecasts (2020-2033)

2.2 Market Segment Executive Summary

2.3 Global Market Size by Region

3 PORTABLE BEAUTY EQUIPMENT MARKET COMPETITIVE LANDSCAPE

3.1 Company Assessment Quadrant

3.2 Global Portable Beauty Equipment Product Life Cycle

3.3 Global Portable Beauty Equipment Sales by Manufacturers (2020-2025)

3.4 Global Portable Beauty Equipment Revenue Market Share by Manufacturers (2020-2025)

3.5 Portable Beauty Equipment Market Share by Company Type (Tier 1, Tier 2, and Tier 3)

3.6 Global Portable Beauty Equipment Average Price by Manufacturers (2020-2025)

3.7 Manufacturers Portable Beauty Equipment Sales Sites, Area Served, Product Type

3.8 Portable Beauty Equipment Market Competitive Situation and Trends

3.8.1 Portable Beauty Equipment Market Concentration Rate

3.8.2 Global 5 and 10 Largest Portable Beauty Equipment Players Market Share by Revenue

3.8.3 Mergers & Acquisitions, Expansion

4 PORTABLE BEAUTY EQUIPMENT INDUSTRY CHAIN ANALYSIS

4.1 Portable Beauty Equipment Industry Chain Analysis

4.2 Market Overview of Key Raw Materials

4.3 Midstream Market Analysis

4.4 Downstream Customer Analysis

5 THE DEVELOPMENT AND DYNAMICS OF PORTABLE BEAUTY EQUIPMENT MARKET

5.1 Key Development Trends

5.2 Driving Factors

5.3 Market Challenges

5.4 Market Restraints

5.5 Industry News

5.5.1 New Product Developments

5.5.2 Mergers & Acquisitions

5.5.3 Expansions

5.5.4 Collaboration/Supply Contracts

5.6 PEST Analysis

5.6.1 Industry Policies Analysis

5.6.2 Economic Environment Analysis

5.6.3 Social Environment Analysis

5.6.4 Technological Environment Analysis

5.7 Global Portable Beauty Equipment Market Porter's Five Forces Analysis

5.7.1 Global Trade Frictions

5.7.2 Global Trade Frictions and Their Impacts to Portable Beauty Equipment Market

5.8 ESG Ratings of Leading Companies

6 PORTABLE BEAUTY EQUIPMENT MARKET SEGMENTATION BY TYPE

6.1 Evaluation Matrix of Segment Market Development Potential (Type)

6.2 Global Portable Beauty Equipment Sales Market Share by Type (2020-2025)

6.3 Global Portable Beauty Equipment Market Size Market Share by Type (2020-2025)

6.4 Global Portable Beauty Equipment Price by Type (2020-2025)

7 PORTABLE BEAUTY EQUIPMENT MARKET SEGMENTATION BY APPLICATION

- 7.1 Evaluation Matrix of Segment Market Development Potential (Application)
- 7.2 Global Portable Beauty Equipment Market Sales by Application (2020-2025)
- 7.3 Global Portable Beauty Equipment Market Size (M USD) by Application (2020-2025)
- 7.4 Global Portable Beauty Equipment Sales Growth Rate by Application (2020-2025)

8 PORTABLE BEAUTY EQUIPMENT MARKET SALES BY REGION

- 8.1 Global Portable Beauty Equipment Sales by Region
 - 8.1.1 Global Portable Beauty Equipment Sales by Region
 - 8.1.2 Global Portable Beauty Equipment Sales Market Share by Region
- 8.2 Global Portable Beauty Equipment Market Size by Region
 - 8.2.1 Global Portable Beauty Equipment Market Size by Region
 - 8.2.2 Global Portable Beauty Equipment Market Size Market Share by Region
- 8.3 North America
 - 8.3.1 North America Portable Beauty Equipment Sales by Country
 - 8.3.2 North America Portable Beauty Equipment Market Size by Country
 - 8.3.3 U.S. Market Overview
 - 8.3.4 Canada Market Overview
 - 8.3.5 Mexico Market Overview
- 8.4 Europe
 - 8.4.1 Europe Portable Beauty Equipment Sales by Country
 - 8.4.2 Europe Portable Beauty Equipment Market Size by Country
 - 8.4.3 Germany Market Overview
 - 8.4.4 France Market Overview
 - 8.4.5 U.K. Market Overview
 - 8.4.6 Italy Market Overview
 - 8.4.7 Spain Market Overview
- 8.5 Asia Pacific
 - 8.5.1 Asia Pacific Portable Beauty Equipment Sales by Region
 - 8.5.2 Asia Pacific Portable Beauty Equipment Market Size by Region
 - 8.5.3 China Market Overview
 - 8.5.4 Japan Market Overview
 - 8.5.5 South Korea Market Overview
 - 8.5.6 India Market Overview
 - 8.5.7 Southeast Asia Market Overview
- 8.6 South America
 - 8.6.1 South America Portable Beauty Equipment Sales by Country
 - 8.6.2 South America Portable Beauty Equipment Market Size by Country

8.6.3 Brazil Market Overview

8.6.4 Argentina Market Overview

8.6.5 Columbia Market Overview

8.7 Middle East and Africa

8.7.1 Middle East and Africa Portable Beauty Equipment Sales by Region

8.7.2 Middle East and Africa Portable Beauty Equipment Market Size by Region

8.7.3 Saudi Arabia Market Overview

8.7.4 UAE Market Overview

8.7.5 Egypt Market Overview

8.7.6 Nigeria Market Overview

8.7.7 South Africa Market Overview

9 PORTABLE BEAUTY EQUIPMENT MARKET PRODUCTION BY REGION

9.1 Global Production of Portable Beauty Equipment by Region(2020-2025)

9.2 Global Portable Beauty Equipment Revenue Market Share by Region (2020-2025)

9.3 Global Portable Beauty Equipment Production, Revenue, Price and Gross Margin (2020-2025)

9.4 North America Portable Beauty Equipment Production

9.4.1 North America Portable Beauty Equipment Production Growth Rate (2020-2025)

9.4.2 North America Portable Beauty Equipment Production, Revenue, Price and Gross Margin (2020-2025)

9.5 Europe Portable Beauty Equipment Production

9.5.1 Europe Portable Beauty Equipment Production Growth Rate (2020-2025)

9.5.2 Europe Portable Beauty Equipment Production, Revenue, Price and Gross Margin (2020-2025)

9.6 Japan Portable Beauty Equipment Production (2020-2025)

9.6.1 Japan Portable Beauty Equipment Production Growth Rate (2020-2025)

9.6.2 Japan Portable Beauty Equipment Production, Revenue, Price and Gross Margin (2020-2025)

9.7 China Portable Beauty Equipment Production (2020-2025)

9.7.1 China Portable Beauty Equipment Production Growth Rate (2020-2025)

9.7.2 China Portable Beauty Equipment Production, Revenue, Price and Gross Margin (2020-2025)

10 KEY COMPANIES PROFILE

10.1 Astrameda

10.1.1 Astrameda Basic Information

- 10.1.2 Astrameda Portable Beauty Equipment Product Overview
- 10.1.3 Astrameda Portable Beauty Equipment Product Market Performance
- 10.1.4 Astrameda Business Overview
- 10.1.5 Astrameda SWOT Analysis
- 10.1.6 Astrameda Recent Developments
- 10.2 Emmi Ultrasonic
 - 10.2.1 Emmi Ultrasonic Basic Information
 - 10.2.2 Emmi Ultrasonic Portable Beauty Equipment Product Overview
 - 10.2.3 Emmi Ultrasonic Portable Beauty Equipment Product Market Performance
 - 10.2.4 Emmi Ultrasonic Business Overview
 - 10.2.5 Emmi Ultrasonic SWOT Analysis
 - 10.2.6 Emmi Ultrasonic Recent Developments
- 10.3 Tripollar
 - 10.3.1 Tripollar Basic Information
 - 10.3.2 Tripollar Portable Beauty Equipment Product Overview
 - 10.3.3 Tripollar Portable Beauty Equipment Product Market Performance
 - 10.3.4 Tripollar Business Overview
 - 10.3.5 Tripollar SWOT Analysis
 - 10.3.6 Tripollar Recent Developments
- 10.4 Ya-man
 - 10.4.1 Ya-man Basic Information
 - 10.4.2 Ya-man Portable Beauty Equipment Product Overview
 - 10.4.3 Ya-man Portable Beauty Equipment Product Market Performance
 - 10.4.4 Ya-man Business Overview
 - 10.4.5 Ya-man Recent Developments
- 10.5 Silkn
 - 10.5.1 Silkn Basic Information
 - 10.5.2 Silkn Portable Beauty Equipment Product Overview
 - 10.5.3 Silkn Portable Beauty Equipment Product Market Performance
 - 10.5.4 Silkn Business Overview
 - 10.5.5 Silkn Recent Developments
- 10.6 Dr.Arrivo
 - 10.6.1 Dr.Arrivo Basic Information
 - 10.6.2 Dr.Arrivo Portable Beauty Equipment Product Overview
 - 10.6.3 Dr.Arrivo Portable Beauty Equipment Product Market Performance
 - 10.6.4 Dr.Arrivo Business Overview
 - 10.6.5 Dr.Arrivo Recent Developments
- 10.7 Foreo
 - 10.7.1 Foreo Basic Information

- 10.7.2 Foreo Portable Beauty Equipment Product Overview
- 10.7.3 Foreo Portable Beauty Equipment Product Market Performance
- 10.7.4 Foreo Business Overview
- 10.7.5 Foreo Recent Developments
- 10.8 Newa
 - 10.8.1 Newa Basic Information
 - 10.8.2 Newa Portable Beauty Equipment Product Overview
 - 10.8.3 Newa Portable Beauty Equipment Product Market Performance
 - 10.8.4 Newa Business Overview
 - 10.8.5 Newa Recent Developments
- 10.9 Nano Time Beauty
 - 10.9.1 Nano Time Beauty Basic Information
 - 10.9.2 Nano Time Beauty Portable Beauty Equipment Product Overview
 - 10.9.3 Nano Time Beauty Portable Beauty Equipment Product Market Performance
 - 10.9.4 Nano Time Beauty Business Overview
 - 10.9.5 Nano Time Beauty Recent Developments
- 10.10 Shine Fun Beauty Enterprise
 - 10.10.1 Shine Fun Beauty Enterprise Basic Information
 - 10.10.2 Shine Fun Beauty Enterprise Portable Beauty Equipment Product Overview
 - 10.10.3 Shine Fun Beauty Enterprise Portable Beauty Equipment Product Market Performance
 - 10.10.4 Shine Fun Beauty Enterprise Business Overview
 - 10.10.5 Shine Fun Beauty Enterprise Recent Developments
- 10.11 Panasonic
 - 10.11.1 Panasonic Basic Information
 - 10.11.2 Panasonic Portable Beauty Equipment Product Overview
 - 10.11.3 Panasonic Portable Beauty Equipment Product Market Performance
 - 10.11.4 Panasonic Business Overview
 - 10.11.5 Panasonic Recent Developments
- 10.12 Clio
 - 10.12.1 Clio Basic Information
 - 10.12.2 Clio Portable Beauty Equipment Product Overview
 - 10.12.3 Clio Portable Beauty Equipment Product Market Performance
 - 10.12.4 Clio Business Overview
 - 10.12.5 Clio Recent Developments
- 10.13 Nasonic
 - 10.13.1 Nasonic Basic Information
 - 10.13.2 Nasonic Portable Beauty Equipment Product Overview
 - 10.13.3 Nasonic Portable Beauty Equipment Product Market Performance

- 10.13.4 Nasonic Business Overview
- 10.13.5 Nasonic Recent Developments
- 10.14 Rosswan
 - 10.14.1 Rosswan Basic Information
 - 10.14.2 Rosswan Portable Beauty Equipment Product Overview
 - 10.14.3 Rosswan Portable Beauty Equipment Product Market Performance
 - 10.14.4 Rosswan Business Overview
 - 10.14.5 Rosswan Recent Developments
- 10.15 Merz
 - 10.15.1 Merz Basic Information
 - 10.15.2 Merz Portable Beauty Equipment Product Overview
 - 10.15.3 Merz Portable Beauty Equipment Product Market Performance
 - 10.15.4 Merz Business Overview
 - 10.15.5 Merz Recent Developments
- 10.16 ARTISTICandCO
 - 10.16.1 ARTISTICandCO Basic Information
 - 10.16.2 ARTISTICandCO Portable Beauty Equipment Product Overview
 - 10.16.3 ARTISTICandCO Portable Beauty Equipment Product Market Performance
 - 10.16.4 ARTISTICandCO Business Overview
 - 10.16.5 ARTISTICandCO Recent Developments
- 10.17 Sisram Medical
 - 10.17.1 Sisram Medical Basic Information
 - 10.17.2 Sisram Medical Portable Beauty Equipment Product Overview
 - 10.17.3 Sisram Medical Portable Beauty Equipment Product Market Performance
 - 10.17.4 Sisram Medical Business Overview
 - 10.17.5 Sisram Medical Recent Developments
- 10.18 KAKUSAN
 - 10.18.1 KAKUSAN Basic Information
 - 10.18.2 KAKUSAN Portable Beauty Equipment Product Overview
 - 10.18.3 KAKUSAN Portable Beauty Equipment Product Market Performance
 - 10.18.4 KAKUSAN Business Overview
 - 10.18.5 KAKUSAN Recent Developments

11 PORTABLE BEAUTY EQUIPMENT MARKET FORECAST BY REGION

- 11.1 Global Portable Beauty Equipment Market Size Forecast
- 11.2 Global Portable Beauty Equipment Market Forecast by Region
 - 11.2.1 North America Market Size Forecast by Country
 - 11.2.2 Europe Portable Beauty Equipment Market Size Forecast by Country

- 11.2.3 Asia Pacific Portable Beauty Equipment Market Size Forecast by Region
- 11.2.4 South America Portable Beauty Equipment Market Size Forecast by Country
- 11.2.5 Middle East and Africa Forecasted Sales of Portable Beauty Equipment by Country

12 FORECAST MARKET BY TYPE AND BY APPLICATION (2026-2033)

- 12.1 Global Portable Beauty Equipment Market Forecast by Type (2026-2033)
 - 12.1.1 Global Forecasted Sales of Portable Beauty Equipment by Type (2026-2033)
 - 12.1.2 Global Portable Beauty Equipment Market Size Forecast by Type (2026-2033)
 - 12.1.3 Global Forecasted Price of Portable Beauty Equipment by Type (2026-2033)
- 12.2 Global Portable Beauty Equipment Market Forecast by Application (2026-2033)
 - 12.2.1 Global Portable Beauty Equipment Sales (K Units) Forecast by Application
 - 12.2.2 Global Portable Beauty Equipment Market Size (M USD) Forecast by Application (2026-2033)

13 CONCLUSION AND KEY FINDINGS

List Of Tables

LIST OF TABLES

Table 1. Introduction of the Type

Table 2. Introduction of the Application

Table 3. Market Size (M USD) Segment Executive Summary

Table 4. Portable Beauty Equipment Market Size Comparison by Region (M USD)

Table 5. Global Portable Beauty Equipment Sales (K Units) by Manufacturers
(2020-2025)

Table 6. Global Portable Beauty Equipment Sales Market Share by Manufacturers
(2020-2025)

Table 7. Global Portable Beauty Equipment Revenue (M USD) by Manufacturers
(2020-2025)

Table 8. Global Portable Beauty Equipment Revenue Share by Manufacturers
(2020-2025)

Table 9. Company Type (Tier 1, Tier 2, and Tier 3) & (based on the Revenue in
Portable Beauty Equipment as of 2024)

Table 10. Global Market Portable Beauty Equipment Average Price (USD/Unit) of Key
Manufacturers (2020-2025)

Table 11. Manufacturers Portable Beauty Equipment Sales Sites and Area Served

Table 12. Manufacturers Portable Beauty Equipment Product Type

Table 13. Global Portable Beauty Equipment Manufacturers Market Concentration Ratio
(CR5 and HHI)

Table 14. Mergers & Acquisitions, Expansion Plans

Table 15. Market Overview of Key Raw Materials

Table 16. Midstream Market Analysis

Table 17. Downstream Customer Analysis

Table 18. Key Development Trends

Table 19. Driving Factors

Table 20. Portable Beauty Equipment Market Challenges

Table 21. Goldman Sachs' forecast real GDP growth rate for 2024-2026

Table 22. S&P Global ' Forecast Real GDP Growth Rate For 2024-2027

Table 23. World Bank ' Forecast Real GDP Growth Rate For 2024-2026

Table 24. Global Portable Beauty Equipment Sales by Type (K Units)

Table 25. Global Portable Beauty Equipment Market Size by Type (M USD)

Table 26. Global Portable Beauty Equipment Sales (K Units) by Type (2020-2025)

Table 27. Global Portable Beauty Equipment Sales Market Share by Type (2020-2025)

Table 28. Global Portable Beauty Equipment Market Size (M USD) by Type

(2020-2025)

Table 29. Global Portable Beauty Equipment Market Size Share by Type (2020-2025)

Table 30. Global Portable Beauty Equipment Price (USD/Unit) by Type (2020-2025)

Table 31. Global Portable Beauty Equipment Sales (K Units) by Application

Table 32. Global Portable Beauty Equipment Market Size by Application

Table 33. Global Portable Beauty Equipment Sales by Application (2020-2025) & (K Units)

Table 34. Global Portable Beauty Equipment Sales Market Share by Application (2020-2025)

Table 35. Global Portable Beauty Equipment Market Size by Application (2020-2025) & (M USD)

Table 36. Global Portable Beauty Equipment Market Share by Application (2020-2025)

Table 37. Global Portable Beauty Equipment Sales Growth Rate by Application (2020-2025)

Table 38. Global Portable Beauty Equipment Sales by Region (2020-2025) & (K Units)

Table 39. Global Portable Beauty Equipment Sales Market Share by Region (2020-2025)

Table 40. Global Portable Beauty Equipment Market Size by Region (2020-2025) & (M USD)

Table 41. Global Portable Beauty Equipment Market Size Market Share by Region (2020-2025)

Table 42. North America Portable Beauty Equipment Sales by Country (2020-2025) & (K Units)

Table 43. North America Portable Beauty Equipment Market Size by Country (2020-2025) & (M USD)

Table 44. Europe Portable Beauty Equipment Sales by Country (2020-2025) & (K Units)

Table 45. Europe Portable Beauty Equipment Market Size by Country (2020-2025) & (M USD)

Table 46. Asia Pacific Portable Beauty Equipment Sales by Region (2020-2025) & (K Units)

Table 47. Asia Pacific Portable Beauty Equipment Market Size by Region (2020-2025) & (M USD)

Table 48. South America Portable Beauty Equipment Sales by Country (2020-2025) & (K Units)

Table 49. South America Portable Beauty Equipment Market Size by Country (2020-2025) & (M USD)

Table 50. Middle East and Africa Portable Beauty Equipment Sales by Region (2020-2025) & (K Units)

Table 51. Middle East and Africa Portable Beauty Equipment Market Size by Region

(2020-2025) & (M USD)

Table 52. Global Portable Beauty Equipment Production (K Units) by Region(2020-2025)

Table 53. Global Portable Beauty Equipment Revenue (US\$ Million) by Region (2020-2025)

Table 54. Global Portable Beauty Equipment Revenue Market Share by Region (2020-2025)

Table 55. Global Portable Beauty Equipment Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)

Table 56. North America Portable Beauty Equipment Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)

Table 57. Europe Portable Beauty Equipment Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)

Table 58. Japan Portable Beauty Equipment Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)

Table 59. China Portable Beauty Equipment Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)

Table 60. Astramedia Basic Information

Table 61. Astramedia Portable Beauty Equipment Product Overview

Table 62. Astramedia Portable Beauty Equipment Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 63. Astramedia Business Overview

Table 64. Astramedia SWOT Analysis

Table 65. Astramedia Recent Developments

Table 66. Emmi Ultrasonic Basic Information

Table 67. Emmi Ultrasonic Portable Beauty Equipment Product Overview

Table 68. Emmi Ultrasonic Portable Beauty Equipment Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 69. Emmi Ultrasonic Business Overview

Table 70. Emmi Ultrasonic SWOT Analysis

Table 71. Emmi Ultrasonic Recent Developments

Table 72. Tripollar Basic Information

Table 73. Tripollar Portable Beauty Equipment Product Overview

Table 74. Tripollar Portable Beauty Equipment Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 75. Tripollar Business Overview

Table 76. Tripollar SWOT Analysis

Table 77. Tripollar Recent Developments

Table 78. Ya-man Basic Information

Table 79. Ya-man Portable Beauty Equipment Product Overview
Table 80. Ya-man Portable Beauty Equipment Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 81. Ya-man Business Overview
Table 82. Ya-man Recent Developments
Table 83. Silk'n Basic Information
Table 84. Silk'n Portable Beauty Equipment Product Overview
Table 85. Silk'n Portable Beauty Equipment Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 86. Silk'n Business Overview
Table 87. Silk'n Recent Developments
Table 88. Dr.Arrivo Basic Information
Table 89. Dr.Arrivo Portable Beauty Equipment Product Overview
Table 90. Dr.Arrivo Portable Beauty Equipment Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 91. Dr.Arrivo Business Overview
Table 92. Dr.Arrivo Recent Developments
Table 93. Foreo Basic Information
Table 94. Foreo Portable Beauty Equipment Product Overview
Table 95. Foreo Portable Beauty Equipment Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 96. Foreo Business Overview
Table 97. Foreo Recent Developments
Table 98. Newa Basic Information
Table 99. Newa Portable Beauty Equipment Product Overview
Table 100. Newa Portable Beauty Equipment Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 101. Newa Business Overview
Table 102. Newa Recent Developments
Table 103. Nano Time Beauty Basic Information
Table 104. Nano Time Beauty Portable Beauty Equipment Product Overview
Table 105. Nano Time Beauty Portable Beauty Equipment Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 106. Nano Time Beauty Business Overview
Table 107. Nano Time Beauty Recent Developments
Table 108. Shine Fun Beauty Enterprise Basic Information
Table 109. Shine Fun Beauty Enterprise Portable Beauty Equipment Product Overview
Table 110. Shine Fun Beauty Enterprise Portable Beauty Equipment Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 111.	Shine Fun Beauty Enterprise Business Overview
Table 112.	Shine Fun Beauty Enterprise Recent Developments
Table 113.	Panasonic Basic Information
Table 114.	Panasonic Portable Beauty Equipment Product Overview
Table 115.	Panasonic Portable Beauty Equipment Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 116.	Panasonic Business Overview
Table 117.	Panasonic Recent Developments
Table 118.	Clio Basic Information
Table 119.	Clio Portable Beauty Equipment Product Overview
Table 120.	Clio Portable Beauty Equipment Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 121.	Clio Business Overview
Table 122.	Clio Recent Developments
Table 123.	Nasonic Basic Information
Table 124.	Nasonic Portable Beauty Equipment Product Overview
Table 125.	Nasonic Portable Beauty Equipment Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 126.	Nasonic Business Overview
Table 127.	Nasonic Recent Developments
Table 128.	Rosswan Basic Information
Table 129.	Rosswan Portable Beauty Equipment Product Overview
Table 130.	Rosswan Portable Beauty Equipment Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 131.	Rosswan Business Overview
Table 132.	Rosswan Recent Developments
Table 133.	Merz Basic Information
Table 134.	Merz Portable Beauty Equipment Product Overview
Table 135.	Merz Portable Beauty Equipment Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 136.	Merz Business Overview
Table 137.	Merz Recent Developments
Table 138.	ARTISTICandCO Basic Information
Table 139.	ARTISTICandCO Portable Beauty Equipment Product Overview
Table 140.	ARTISTICandCO Portable Beauty Equipment Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 141.	ARTISTICandCO Business Overview
Table 142.	ARTISTICandCO Recent Developments
Table 143.	Sisram Medical Basic Information

Table 144. Sisram Medical Portable Beauty Equipment Product Overview
Table 145. Sisram Medical Portable Beauty Equipment Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 146. Sisram Medical Business Overview
Table 147. Sisram Medical Recent Developments
Table 148. KAKUSAN Basic Information
Table 149. KAKUSAN Portable Beauty Equipment Product Overview
Table 150. KAKUSAN Portable Beauty Equipment Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 151. KAKUSAN Business Overview
Table 152. KAKUSAN Recent Developments
Table 153. Global Portable Beauty Equipment Sales Forecast by Region (2026-2033) & (K Units)
Table 154. Global Portable Beauty Equipment Market Size Forecast by Region (2026-2033) & (M USD)
Table 155. North America Portable Beauty Equipment Sales Forecast by Country (2026-2033) & (K Units)
Table 156. North America Portable Beauty Equipment Market Size Forecast by Country (2026-2033) & (M USD)
Table 157. Europe Portable Beauty Equipment Sales Forecast by Country (2026-2033) & (K Units)
Table 158. Europe Portable Beauty Equipment Market Size Forecast by Country (2026-2033) & (M USD)
Table 159. Asia Pacific Portable Beauty Equipment Sales Forecast by Region (2026-2033) & (K Units)
Table 160. Asia Pacific Portable Beauty Equipment Market Size Forecast by Region (2026-2033) & (M USD)
Table 161. South America Portable Beauty Equipment Sales Forecast by Country (2026-2033) & (K Units)
Table 162. South America Portable Beauty Equipment Market Size Forecast by Country (2026-2033) & (M USD)
Table 163. Middle East and Africa Portable Beauty Equipment Sales Forecast by Country (2026-2033) & (Units)
Table 164. Middle East and Africa Portable Beauty Equipment Market Size Forecast by Country (2026-2033) & (M USD)
Table 165. Global Portable Beauty Equipment Sales Forecast by Type (2026-2033) & (K Units)
Table 166. Global Portable Beauty Equipment Market Size Forecast by Type (2026-2033) & (M USD)

Table 167. Global Portable Beauty Equipment Price Forecast by Type (2026-2033) & (USD/Unit)

Table 168. Global Portable Beauty Equipment Sales (K Units) Forecast by Application (2026-2033)

Table 169. Global Portable Beauty Equipment Market Size Forecast by Application (2026-2033) & (M USD)

List Of Figures

LIST OF FIGURES

- Figure 1. Product Picture of Portable Beauty Equipment
- Figure 2. Data Triangulation
- Figure 3. Key Caveats
- Figure 4. Global Portable Beauty Equipment Market Size (M USD), 2024-2033
- Figure 5. Global Portable Beauty Equipment Market Size (M USD) (2020-2033)
- Figure 6. Global Portable Beauty Equipment Sales (K Units) & (2020-2033)
- Figure 7. Evaluation Matrix of Segment Market Development Potential (Type)
- Figure 8. Evaluation Matrix of Segment Market Development Potential (Application)
- Figure 9. Evaluation Matrix of Regional Market Development Potential
- Figure 10. Portable Beauty Equipment Market Size by Country (M USD)
- Figure 11. Company Assessment Quadrant
- Figure 12. Global Portable Beauty Equipment Product Life Cycle
- Figure 13. Portable Beauty Equipment Sales Share by Manufacturers in 2024
- Figure 14. Global Portable Beauty Equipment Revenue Share by Manufacturers in 2024
- Figure 15. Portable Beauty Equipment Market Share by Company Type (Tier 1, Tier 2 and Tier 3): 2024
- Figure 16. Global Market Portable Beauty Equipment Average Price (USD/Unit) of Key Manufacturers in 2024
- Figure 17. The Global 5 and 10 Largest Players: Market Share by Portable Beauty Equipment Revenue in 2024
- Figure 18. Industry Chain Map of Portable Beauty Equipment
- Figure 19. Global Portable Beauty Equipment Market PESTE Analysis
- Figure 20. Global Portable Beauty Equipment Market Porter's Five Forces Analysis
- Figure 21. Global Merchandise Trade as a Percentage Of GDP
- Figure 22. US - Imports of Goods by Country
- Figure 23. China Exports by Country
- Figure 24. ESG Rating Distribution of The Leading Company Compared With Its Peers
- Figure 25. Evaluation Matrix of Segment Market Development Potential (Type)
- Figure 26. Global Portable Beauty Equipment Market Share by Type
- Figure 27. Sales Market Share of Portable Beauty Equipment by Type (2020-2025)
- Figure 28. Sales Market Share of Portable Beauty Equipment by Type in 2024
- Figure 29. Market Size Share of Portable Beauty Equipment by Type (2020-2025)
- Figure 30. Market Size Share of Portable Beauty Equipment by Type in 2024
- Figure 31. Evaluation Matrix of Segment Market Development Potential (Application)
- Figure 32. Global Portable Beauty Equipment Market Share by Application

Figure 33. Global Portable Beauty Equipment Sales Market Share by Application (2020-2025)

Figure 34. Global Portable Beauty Equipment Sales Market Share by Application in 2024

Figure 35. Global Portable Beauty Equipment Market Share by Application (2020-2025)

Figure 36. Global Portable Beauty Equipment Market Share by Application in 2024

Figure 37. Global Portable Beauty Equipment Sales Growth Rate by Application (2020-2025)

Figure 38. Global Portable Beauty Equipment Sales Market Share by Region (2020-2025)

Figure 39. Global Portable Beauty Equipment Market Size Market Share by Region (2020-2025)

Figure 40. North America Portable Beauty Equipment Sales and Growth Rate (2020-2025) & (K Units)

Figure 41. North America Portable Beauty Equipment Sales and Growth Rate (2020-2025) & (K Units)

Figure 42. North America Portable Beauty Equipment Sales Market Share by Country in 2024

Figure 43. North America Portable Beauty Equipment Market Size and Growth Rate (2020-2025) & (M USD)

Figure 44. North America Portable Beauty Equipment Market Size Market Share by Country in 2024

Figure 45. U.S. Portable Beauty Equipment Sales and Growth Rate (2020-2025) & (K Units)

Figure 46. U.S. Portable Beauty Equipment Market Size and Growth Rate (2020-2025) & (M USD)

Figure 47. Canada Portable Beauty Equipment Sales (K Units) and Growth Rate (2020-2025)

Figure 48. Canada Portable Beauty Equipment Market Size (M USD) and Growth Rate (2020-2025)

Figure 49. Mexico Portable Beauty Equipment Sales (Units) and Growth Rate (2020-2025)

Figure 50. Mexico Portable Beauty Equipment Market Size (Units) and Growth Rate (2020-2025)

Figure 51. Europe Portable Beauty Equipment Sales and Growth Rate (2020-2025) & (K Units)

Figure 52. Europe Portable Beauty Equipment Sales Market Share by Country in 2024

Figure 53. Europe Portable Beauty Equipment Market Size and Growth Rate (2020-2025) & (M USD)

Figure 54. Europe Portable Beauty Equipment Market Size Market Share by Country in 2024

Figure 55. Germany Portable Beauty Equipment Sales and Growth Rate (2020-2025) & (K Units)

Figure 56. Germany Portable Beauty Equipment Market Size and Growth Rate (2020-2025) & (M USD)

Figure 57. France Portable Beauty Equipment Sales and Growth Rate (2020-2025) & (K Units)

Figure 58. France Portable Beauty Equipment Market Size and Growth Rate (2020-2025) & (M USD)

Figure 59. U.K. Portable Beauty Equipment Sales and Growth Rate (2020-2025) & (K Units)

Figure 60. U.K. Portable Beauty Equipment Market Size and Growth Rate (2020-2025) & (M USD)

Figure 61. Italy Portable Beauty Equipment Sales and Growth Rate (2020-2025) & (K Units)

Figure 62. Italy Portable Beauty Equipment Market Size and Growth Rate (2020-2025) & (M USD)

Figure 63. Spain Portable Beauty Equipment Sales and Growth Rate (2020-2025) & (K Units)

Figure 64. Spain Portable Beauty Equipment Market Size and Growth Rate (2020-2025) & (M USD)

Figure 65. Asia Pacific Portable Beauty Equipment Sales and Growth Rate (K Units)

Figure 66. Asia Pacific Portable Beauty Equipment Sales Market Share by Region in 2024

Figure 67. Asia Pacific Portable Beauty Equipment Market Size Market Share by Region in 2024

Figure 68. China Portable Beauty Equipment Sales and Growth Rate (2020-2025) & (K Units)

Figure 69. China Portable Beauty Equipment Market Size and Growth Rate (2020-2025) & (M USD)

Figure 70. Japan Portable Beauty Equipment Sales and Growth Rate (2020-2025) & (K Units)

Figure 71. Japan Portable Beauty Equipment Market Size and Growth Rate (2020-2025) & (M USD)

Figure 72. South Korea Portable Beauty Equipment Sales and Growth Rate (2020-2025) & (K Units)

Figure 73. South Korea Portable Beauty Equipment Market Size and Growth Rate (2020-2025) & (M USD)

Figure 74. India Portable Beauty Equipment Sales and Growth Rate (2020-2025) & (K Units)

Figure 75. India Portable Beauty Equipment Market Size and Growth Rate (2020-2025) & (M USD)

Figure 76. Southeast Asia Portable Beauty Equipment Sales and Growth Rate (2020-2025) & (K Units)

Figure 77. Southeast Asia Portable Beauty Equipment Market Size and Growth Rate (2020-2025) & (M USD)

Figure 78. South America Portable Beauty Equipment Sales and Growth Rate (K Units)

Figure 79. South America Portable Beauty Equipment Sales Market Share by Country in 2024

Figure 80. South America Portable Beauty Equipment Market Size and Growth Rate (M USD)

Figure 81. South America Portable Beauty Equipment Market Size Market Share by Country in 2024

Figure 82. Brazil Portable Beauty Equipment Sales and Growth Rate (2020-2025) & (K Units)

Figure 83. Brazil Portable Beauty Equipment Market Size and Growth Rate (2020-2025) & (M USD)

Figure 84. Argentina Portable Beauty Equipment Sales and Growth Rate (2020-2025) & (K Units)

Figure 85. Argentina Portable Beauty Equipment Market Size and Growth Rate (2020-2025) & (M USD)

Figure 86. Columbia Portable Beauty Equipment Sales and Growth Rate (2020-2025) & (K Units)

Figure 87. Columbia Portable Beauty Equipment Market Size and Growth Rate (2020-2025) & (M USD)

Figure 88. Middle East and Africa Portable Beauty Equipment Sales and Growth Rate (K Units)

Figure 89. Middle East and Africa Portable Beauty Equipment Sales Market Share by Region in 2024

Figure 90. Middle East and Africa Portable Beauty Equipment Market Size and Growth Rate (M USD)

Figure 91. Middle East and Africa Portable Beauty Equipment Market Size Market Share by Region in 2024

Figure 92. Saudi Arabia Portable Beauty Equipment Sales and Growth Rate (2020-2025) & (K Units)

Figure 93. Saudi Arabia Portable Beauty Equipment Market Size and Growth Rate (2020-2025) & (M USD)

Figure 94. UAE Portable Beauty Equipment Sales and Growth Rate (2020-2025) & (K Units)

Figure 95. UAE Portable Beauty Equipment Market Size and Growth Rate (2020-2025) & (M USD)

Figure 96. Egypt Portable Beauty Equipment Sales and Growth Rate (2020-2025) & (K Units)

Figure 97. Egypt Portable Beauty Equipment Market Size and Growth Rate (2020-2025) & (M USD)

Figure 98. Nigeria Portable Beauty Equipment Sales and Growth Rate (2020-2025) & (K Units)

Figure 99. Nigeria Portable Beauty Equipment Market Size and Growth Rate (2020-2025) & (M USD)

Figure 100. South Africa Portable Beauty Equipment Sales and Growth Rate (2020-2025) & (K Units)

Figure 101. South Africa Portable Beauty Equipment Market Size and Growth Rate (2020-2025) & (M USD)

Figure 102. Global Portable Beauty Equipment Production Market Share by Region (2020-2025)

Figure 103. North America Portable Beauty Equipment Production (K Units) Growth Rate (2020-2025)

Figure 104. Europe Portable Beauty Equipment Production (K Units) Growth Rate (2020-2025)

Figure 105. Japan Portable Beauty Equipment Production (K Units) Growth Rate (2020-2025)

Figure 106. China Portable Beauty Equipment Production (K Units) Growth Rate (2020-2025)

Figure 107. Global Portable Beauty Equipment Sales Forecast by Volume (2020-2033) & (K Units)

Figure 108. Global Portable Beauty Equipment Market Size Forecast by Value (2020-2033) & (M USD)

Figure 109. Global Portable Beauty Equipment Sales Market Share Forecast by Type (2026-2033)

Figure 110. Global Portable Beauty Equipment Market Share Forecast by Type (2026-2033)

Figure 111. Global Portable Beauty Equipment Sales Forecast by Application (2026-2033)

Figure 112. Global Portable Beauty Equipment Market Share Forecast by Application (2026-2033)

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