

Global Beauty Devices Market 2023

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Abstracts

Beauty devices encompass a diverse array of devices utilized for various aspects of skincare, haircare, and other beauty-related treatments. These devices encompass a wide range, including skin care devices like light therapy devices, microcurrent devices, microneedling devices, and cleansing devices. Additionally, they include hair removal devices, scalp massage devices, oral care devices, and eye massage devices, among others.

Recent estimates indicate that the global beauty devices market is projected to experience substantial growth, with an incremental revenue increase of USD 28.7 billion. This growth is expected to occur at a compound annual growth rate (CAGR) of approximately 11.6% during the forecast period spanning from 2023 to 2029. The rising prevalence of skin conditions such as photoaging, acne, hyperpigmentation, and deep wrinkles is a significant factor fueling the demand for beauty devices. These devices have demonstrated effectiveness in addressing and treating these specific skin concerns.

The increasing demand for beauty devices can be attributed to growing emphasis on personal grooming and appearance enhancement across different demographics. Consumers are increasingly seeking accessible and convenient solutions to improve their skin and hair health. Beauty devices provide an attractive option as they can be used in the comfort of one's home and offer results comparable to professional treatments.

Furthermore, advancements in technology have significantly improved the efficacy and safety of beauty devices. Manufacturers have integrated cutting-edge features like adjustable settings, targeted treatment modes, and intelligent sensors into these devices. These technological advancements ensure optimal performance, minimize potential side effects, and enhance the overall user experience.

Moreover, the growing influence of social media, online beauty influencers, and e-commerce platforms has played a significant role in driving the demand for beauty devices. Consumers are increasingly exposed to information, reviews, and recommendations regarding the efficacy and benefits of these devices. This increased awareness has resulted in a greater willingness to invest in beauty devices to achieve desired skincare and haircare outcomes.

The report covers market size and growth, segmentation, regional breakdowns, competitive landscape, trends and strategies for global beauty devices market. It presents a quantitative analysis of the market to enable stakeholders to capitalize on the prevailing market opportunities. The report also identifies top segments for opportunities and strategies based on market trends and leading competitors' approaches.

Market Segmentation

Product: facial devices, hair care devices, oral care devices, skin care devices, others

Distribution channel: offline, online

End user: beauty clinics, SPAs and salons, homecare settings, others

Region: Asia-Pacific, Europe, North America, Middle East and Africa (MEA), South America

Homecare setting: uplift massaging beauty roller, skin-toning device, facial microneedling tool, acne treatment device, facial massage and cleansing device, sculpting bar, dermaflash ultrasonic pore extractor, facial steamer, others

This industry report offers market estimates and forecasts of the global market, followed by a detailed analysis of the product, distribution channel, end user, and region. The global market for beauty devices can be segmented by product: facial devices, hair care devices, oral care devices, skin care devices, others. Among these, the skin care devices segment was accounted for the highest revenue generator in 2022. The increasing focus on skincare regimes and the growing awareness of the importance of maintaining healthy and youthful-looking skin have fueled the demand for skin care devices. These devices offer a range of technologically advanced solutions for various skin concerns, such as acne, aging signs, uneven skin tone, and dullness. The ability of skin care devices to deliver targeted treatments and visible results has resonated well with consumers, thereby driving their popularity.

Beauty devices market is further segmented by distribution channel: offline, online. The offline segment is estimated to account for the largest share of the global beauty

devices market. Offline channels include brick-and-mortar stores, specialty beauty retailers, department stores, and beauty clinics, which have a long-established presence in the beauty industry. These physical stores provide consumers with the opportunity to experience and test beauty devices before making a purchase. The interactive and personalized shopping experience offered by offline channels, combined with the assistance of sales professionals, enhances consumer satisfaction and trust in the products. Moreover, offline stores often serve as a one-stop destination for various beauty products, including beauty devices. They offer a wide range of brands and models, giving consumers ample choices to suit their specific needs and preferences. The physical presence of these stores also allows consumers to seek advice and recommendations from beauty experts, leading to more informed purchasing decisions.

Based on end user, the beauty devices market is segmented into: beauty clinics, SPAs and salons, homecare settings, others. The beauty clinics segment held the largest share of the global beauty devices market in 2022 and is anticipated to hold its share during the forecast period. Beauty clinics offer a wide range of professional skincare and haircare treatments that require the use of advanced beauty devices. These clinics are equipped with state-of-the-art technology, enabling them to provide specialized and customized services to their clients. The availability of cutting-edge devices for various procedures such as laser therapy, microdermabrasion, and radiofrequency treatments attracts a significant number of customers.

In addition to beauty clinics, SPAs and salons also play a significant role in driving the demand for beauty devices. These establishments offer a relaxed and luxurious setting for consumers to indulge in beauty treatments. They provide a wide array of services, including facials, massages, hair removal, and manicures/pedicures, where beauty devices are often utilized.

Moreover, the homecare settings segment is gaining traction in the beauty devices market. With the advent of technologically advanced and user-friendly beauty devices, consumers are increasingly seeking at-home solutions for their skincare and haircare needs. Homecare beauty devices provide convenience and privacy while offering effective results comparable to professional treatments. This segment is expected to witness substantial growth as more consumers embrace the concept of self-care and invest in personal beauty devices.

The homecare setting market is further segmented into uplift massaging beauty roller, skin-toning device, facial microneedling tool, acne treatment device, facial massage and cleansing device, sculpting bar, dermaflash ultrasonic pore extractor, facial steamer,

others. The uplift massaging beauty roller segment captured the largest share of the market in 2022 and is expected to maintain its dominance during the forecast period.

On the basis of region, the beauty devices market also can be divided into: Asia-Pacific, Europe, North America, Middle East and Africa (MEA), South America. In 2022, North America made up the largest share of revenue generated by the beauty devices market. The region has a well-established beauty and personal care industry, with a high level of consumer awareness and demand for innovative beauty products. The North American market is characterized by a strong emphasis on skincare, haircare, and grooming, with consumers actively seeking advanced solutions to enhance their beauty routines. North America benefits from a robust healthcare infrastructure and a high disposable income population. This enables consumers to invest in premium beauty devices and treatments, driving the growth of the market. Moreover, the presence of key market players, including manufacturers, distributors, and retailers, further strengthens the market landscape in North America.

Major Companies and Competitive Landscape

The market research report covers the analysis of key stake holders of the global beauty devices market. Some of the leading players profiled in the report include Amorepacific Corporation, Carol Cole Company DbA NuFACE, DS Healthcare Group Inc., Foreo AB, Home Skinovations Ltd., Koninklijke Philips N.V., L'Oreal S.A., MTG Co., Ltd., Nu Skin Enterprises, Inc., Pacific World Corporation, Panasonic Corporation, PhotoMedex, Inc., Syneron-Candela SA, The Procter & Gamble Company, TRIA Beauty, Inc., YA-MAN Ltd., among others. In this report, key players and their strategies are thoroughly analyzed to understand the competitive outlook of the market.

Scope of the Report

To analyze and forecast the market size of the global beauty devices market.

To classify and forecast the global beauty devices market based on product, distribution channel, end user, region.

To identify drivers and challenges for the global beauty devices market.

To examine competitive developments such as mergers & acquisitions, agreements, collaborations and partnerships, etc., in the global beauty devices market.

To identify and analyze the profile of leading players operating in the global beauty devices market.

Why Choose This Report

Gain a reliable outlook of the global beauty devices market forecasts from 2023 to 2029 across scenarios.

Identify growth segments for investment.

Stay ahead of competitors through company profiles and market data.

The market estimate for ease of analysis across scenarios in Excel format.

Strategy consulting and research support for three months.

Print authentication provided for the single-user license.

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