

Global At-home Use IPL Hair Removal Equipment Market 2024 by Manufacturers, Regions, Type and Application, Forecast to 2030

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Abstracts

According to our (Global Info Research) latest study, the global At-home Use IPL Hair Removal Equipment market size was valued at US\$ 1224 million in 2023 and is forecast to a readjusted size of USD 1741 million by 2030 with a CAGR of 5.2% during review period.

At-home Use IPL Hair Removal Equipment technology utilizes broad-spectrum light that is absorbed by melanin in the hair, heating and damaging the hair follicles to inhibit future hair growth. Unlike traditional laser hair removal, IPL devices use non-laser light in multiple wavelengths, making them effective for treating hair in various areas of the body. At-home IPL devices are typically available in handheld models for small areas (such as the face and underarms) or larger models suitable for broader areas of the body, catering to different consumer needs.

These devices are commonly used for hair removal on areas like the face, underarms, legs, arms, and bikini lines. Many devices come with built-in skin tone sensors that automatically adjust the intensity based on the user's skin type, making them safe for a variety of skin tones. Most devices are portable and designed for at-home use, often featuring lower energy settings to ensure safety while still providing effective hair removal. Depending on the number of flashes and energy adjustments, users can gradually achieve long-term hair reduction.

The At-home Use IPL Hair Removal Equipment market is experiencing significant growth opportunities driven by the increasing demand for personal care and beauty products. Consumers' desire for self-confidence and aesthetic improvement is a major factor driving the adoption of hair removal technologies, with IPL devices gaining popularity due to their efficiency, convenience, and relatively low side effects. Furthermore, at-home devices offer a more affordable alternative to professional hair

removal treatments, lowering the barrier for consumers and attracting a wide range of customers, particularly young women. Online sales platforms and social media have also made these devices more accessible, contributing to the market's growth. However, the market also faces several risks. Proper use of IPL devices is critical to avoid skin damage or suboptimal results, and misuse could negatively impact the consumer experience. Additionally, because there is a wide variety of products with different quality and technological standards, the presence of lower-quality or counterfeit devices could undermine consumer trust and hinder market expansion. Professional treatments like laser hair removal still offer superior results, despite their higher cost, which poses a challenge to at-home IPL devices.

In terms of market concentration, the sector has not yet been dominated by a single leading brand. Various global and local brands, such as Philips, Braun, Remington, and others, are competing for market share. The competition is intense, but innovation from smaller and newer companies is pushing the industry to diversify with unique features and designs, driving further market evolution.

As for downstream demand trends, there is a growing shift in consumer preferences towards affordable and convenient beauty solutions that can be used at home. The demand for home-use hair removal devices is expected to continue growing, especially as consumers seek cost-effective and long-lasting options. Additionally, the male market for hair removal is expanding, presenting a potential growth opportunity for the sector.

Regarding latest technologies, IPL devices are evolving towards greater efficiency and user convenience. For instance, some devices are now equipped with skin tone sensors that adjust the light intensity automatically, ensuring safe use for various skin types. Newer models may also include cooling features to enhance comfort during treatment. Furthermore, advanced IPL systems are incorporating more powerful flash lamps, improving the speed and effectiveness of hair removal treatments.

This report is a detailed and comprehensive analysis for global At-home Use IPL Hair Removal Equipment market. Both quantitative and qualitative analyses are presented by manufacturers, by region & country, by Type and by Application. As the market is constantly changing, this report explores the competition, supply and demand trends, as well as key factors that contribute to its changing demands across many markets. Company profiles and product examples of selected competitors, along with market share estimates of some of the selected leaders for the year 2024, are provided.

Key Features:

Global At-home Use IPL Hair Removal Equipment market size and forecasts, in

consumption value (\$ Million), sales quantity (Units), and average selling prices (US\$/Unit), 2019-2030

Global At-home Use IPL Hair Removal Equipment market size and forecasts by region and country, in consumption value (\$ Million), sales quantity (Units), and average selling prices (US\$/Unit), 2019-2030

Global At-home Use IPL Hair Removal Equipment market size and forecasts, by Type and by Application, in consumption value (\$ Million), sales quantity (Units), and average selling prices (US\$/Unit), 2019-2030

Global At-home Use IPL Hair Removal Equipment market shares of main players, shipments in revenue (\$ Million), sales quantity (Units), and ASP (US\$/Unit), 2019-2024

The Primary Objectives in This Report Are:

To determine the size of the total market opportunity of global and key countries

To assess the growth potential for At-home Use IPL Hair Removal Equipment

To forecast future growth in each product and end-use market

To assess competitive factors affecting the marketplace

This report profiles key players in the global At-home Use IPL Hair Removal Equipment market based on the following parameters - company overview, sales quantity, revenue, price, gross margin, product portfolio, geographical presence, and key developments.

Key companies covered as a part of this study include Philips, Panasonic, Braun, Silk'n, CosBeauty, Ya-Man, Illuminage Beauty, SmoothSkin (Cyden), Ulike, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Market Segmentation

At-home Use IPL Hair Removal Equipment market is split by Type and by Application. For the period 2019-2030, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of volume and value. This analysis can help you expand your business by targeting qualified niche markets.

Market segment by Type

- Under US\$100
- US\$100-200
- US\$200-300
- US\$300-400
- US\$400-500

- US\$500 and Above

Market segment by Application

- ??

- ??

Major players covered

- Philips

- Panasonic

- Braun

- Silk'n

- CosBeauty

- Ya-Man

- Illuminage Beauty

- SmoothSkin (Cyden)

- Ulike

Market segment by region, regional analysis covers

North America (United States, Canada, and Mexico)

Europe (Germany, France, United Kingdom, Russia, Italy, and Rest of Europe)

Asia-Pacific (China, Japan, Korea, India, Southeast Asia, and Australia)

South America (Brazil, Argentina, Colombia, and Rest of South America)

Middle East & Africa (Saudi Arabia, UAE, Egypt, South Africa, and Rest of Middle East & Africa)

The content of the study subjects, includes a total of 15 chapters:

Chapter 1, to describe At-home Use IPL Hair Removal Equipment product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of At-home Use IPL Hair Removal Equipment, with price, sales quantity, revenue, and global market share of At-home Use IPL Hair Removal Equipment from 2019 to 2024.

Chapter 3, the At-home Use IPL Hair Removal Equipment competitive situation, sales quantity, revenue, and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the At-home Use IPL Hair Removal Equipment breakdown data are shown at the regional level, to show the sales quantity, consumption value, and growth by regions, from 2019 to 2030.

Chapter 5 and 6, to segment the sales by Type and by Application, with sales market share and growth rate by Type, by Application, from 2019 to 2030.

Chapter 7, 8, 9, 10 and 11, to break the sales data at the country level, with sales quantity, consumption value, and market share for key countries in the world, from 2019 to 2024. and At-home Use IPL Hair Removal Equipment market forecast, by regions, by Type, and by Application, with sales and revenue, from 2025 to 2030.

Chapter 12, market dynamics, drivers, restraints, trends, and Porters Five Forces analysis.

Chapter 13, the key raw materials and key suppliers, and industry chain of At-home Use IPL Hair Removal Equipment.

Chapter 14 and 15, to describe At-home Use IPL Hair Removal Equipment sales channel, distributors, customers, research findings and conclusion.

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