

Global Handheld Ultrasonic Facial Beauty Device Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Handheld Ultrasonic Facial Beauty Device market size is expected to reach \$ 1229 million by 2032, rising at a market growth of 13.4% CAGR during the forecast period (2026-2032).

In 2025, global Handheld Ultrasonic Facial Beauty Device production reached approximately 4.12 million units, with an average global market price of around US\$120 per unit.

Handheld Ultrasonic Facial Beauty Devices are compact and portable beauty care instruments that utilize ultrasonic transducers to generate high-frequency mechanical vibrations and deliver ultrasonic energy to the skin surface and superficial tissue layers. These devices are designed to support facial cleansing, transdermal delivery of skincare products, hydration enhancement, skin tightening, and anti-aging treatments. Most handheld models feature ergonomic designs and are powered by rechargeable lithium batteries or USB charging systems, making them suitable for home use, travel applications, and daily skincare routines. With the advancement of consumer electronics and beauty technologies, handheld ultrasonic beauty devices are increasingly integrated with microcurrent stimulation, EMS, LED phototherapy, thermal therapy, and intelligent skin analysis functions. Their ease of use, safety, portability, and affordability have made them one of the most important product categories in the home beauty device market.

The upstream segment of the handheld ultrasonic facial beauty device industry consists of suppliers of piezoelectric ceramic materials, ultrasonic transducers, PCB assemblies, MCU control chips, lithium batteries, sensors, display modules, stainless steel or titanium treatment heads, plastic housings, and charging components. Representative

suppliers include Murata, TDK, Kyocera, Texas Instruments, STMicroelectronics, Samsung SDI, LG Energy Solution, Goertek, Luxshare Precision, and BYD Electronics. The midstream sector includes beauty device brands, consumer electronics OEM/ODM manufacturers, and beauty technology companies responsible for product development, industrial design, software control, and commercialization. Downstream channels include e-commerce platforms, beauty retailers, individual consumers, beauty service chains, and cross-border online marketplaces. Representative brands include FOREO, YA-MAN, Panasonic, NuFACE, Silk'n, Tripollar, Artistic&Co, and other home-use beauty device suppliers. Industry growth continues to be supported by consumer upgrading, rising demand for home beauty solutions, and innovation in intelligent beauty technologies.

The handheld ultrasonic facial beauty device market has become one of the fastest-growing and most widely adopted segments within the home beauty device industry. Increasing consumer interest in home-based beauty care, anti-aging treatments, skin management, and personalized skincare routines is driving the transition from single-function cleansing tools to multifunctional beauty platforms. The integration of ultrasonic technology with EMS, microcurrent stimulation, LED phototherapy, thermal therapy, and smart app connectivity is enhancing product value and user experience. The expansion of e-commerce channels, social media marketing, and growing acceptance of beauty technology products among younger consumers continue to support market growth. However, the industry also faces challenges including product homogenization, intense competition, excessive marketing claims by some brands, long replacement cycles, and increasingly stringent regulatory requirements. Future competition is expected to focus on technological innovation, brand influence, validated efficacy, and the development of intelligent beauty ecosystems.

This report studies the global Handheld Ultrasonic Facial Beauty Device production, demand, key manufacturers, and key regions.

This report is a detailed and comprehensive analysis of the world market for Handheld Ultrasonic Facial Beauty Device and provides market size (US\$ million) and Year-over-Year (YoY) Growth, considering 2025 as the base year. This report explores demand trends and competition, as well as details the characteristics of Handheld Ultrasonic Facial Beauty Device that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Handheld Ultrasonic Facial Beauty Device total production and demand, 2021-2032, (K Units)

Global Handheld Ultrasonic Facial Beauty Device total production value, 2021-2032, (USD Million)

Global Handheld Ultrasonic Facial Beauty Device production by region & country, production, value, CAGR, 2021-2032, (USD Million) & (K Units), (based on production site)

Global Handheld Ultrasonic Facial Beauty Device consumption by region & country, CAGR, 2021-2032 & (K Units)

U.S. VS China: Handheld Ultrasonic Facial Beauty Device domestic production, consumption, key domestic manufacturers and share

Global Handheld Ultrasonic Facial Beauty Device production by manufacturer, production, price, value and market share 2021-2026, (USD Million) & (K Units)

Global Handheld Ultrasonic Facial Beauty Device production by Type, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

Global Handheld Ultrasonic Facial Beauty Device production by Application, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

This report profiles key players in the global Handheld Ultrasonic Facial Beauty Device market based on the following parameters - company overview, production, value, price, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Butterfly Network, Clarius, FOREO, Panasonic, Merz, YA-MAN, NuFACE, BeautyBio, ARTISTIC&CO, MTG, etc.

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

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the World Handheld Ultrasonic Facial Beauty Device market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), volume (production, consumption) & (K Units) and average price (US\$/Unit) by manufacturer, by Type, and by Application. Data is given for the years 2021-2032 by year with 2025 as the base year, 2026 as the estimate year, and 2027-2032 as the forecast year.

Global Handheld Ultrasonic Facial Beauty Device Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Handheld Ultrasonic Facial Beauty Device Market, Segmentation by Type:

Firming & Lifting

Warm Care

Others

Global Handheld Ultrasonic Facial Beauty Device Market, Segmentation by Power Supply Method:

Plug in Type

Battery Operated

Global Handheld Ultrasonic Facial Beauty Device Market, Segmentation by Ultrasonic Frequency:

24-35 kHz

1-5 MHz

Others

Global Handheld Ultrasonic Facial Beauty Device Market, Segmentation by Application:

Home Care

Salon Care

Others

Companies Profiled:

Butterfly Network

Clarius

FOREO

Panasonic

Merz

YA-MAN

NuFACE

BeautyBio

ARTISTIC&CO

MTG

Kingdom Electrical Appliance

Sisram Medical

KAKUSAN

Silk'n

Tripollar

HABALAN

Nano Time Beauty

Bomtech Electronics

Shine Fun Beauty Enterprise

A. GLOBAL

Key Questions Answered:

1. How big is the global Handheld Ultrasonic Facial Beauty Device market?
2. What is the demand of the global Handheld Ultrasonic Facial Beauty Device market?
3. What is the year over year growth of the global Handheld Ultrasonic Facial Beauty Device market?
4. What is the production and production value of the global Handheld Ultrasonic Facial Beauty Device market?
5. Who are the key producers in the global Handheld Ultrasonic Facial Beauty Device market?
6. What are the growth factors driving the market demand?

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