

Global Plug in Ultrasonic Beauty Instrument Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Plug in Ultrasonic Beauty Instrument market size is expected to reach \$ 403 million by 2032, rising at a market growth of 7.0% CAGR during the forecast period (2026-2032).

In 2025, global Plug in Ultrasonic Beauty Instrument production reached approximately 81k units, with an average global market price of around US\$3k per unit.

A Plug-in Ultrasonic Beauty Instrument is a beauty and skincare device powered directly by an AC electrical source and designed to deliver ultrasonic energy for aesthetic treatments and skin management. Compared with battery-operated portable beauty devices, plug-in systems provide more stable power output, longer continuous operating time, and higher energy transmission efficiency, making them widely used in beauty salons, skin management centers, SPA facilities, medical aesthetic clinics, and professional skincare environments. Based on piezoelectric ultrasonic transducer technology, these devices generate high-frequency mechanical vibrations that support deep skin cleansing, transdermal delivery of active ingredients, microcirculation enhancement, skin tightening, and anti-aging treatments. High-end models may also integrate radio frequency, microcurrent stimulation, thermal therapy, LED phototherapy, and intelligent control systems to create multifunctional aesthetic platforms. Owing to their continuous power supply and stable performance, plug-in ultrasonic beauty instruments are generally positioned within the professional beauty equipment market.

The upstream segment of the plug-in ultrasonic beauty instrument industry includes suppliers of piezoelectric ceramic materials, ultrasonic transducers, power amplifier modules, MCU control chips, power management systems, PCB assemblies, display modules, stainless steel or titanium treatment heads, engineering plastic components,

and sensors. Representative suppliers include Murata, TDK, Kyocera, Texas Instruments, STMicroelectronics, Infineon, Goertek, Luxshare Precision, and BYD Electronics. The midstream sector consists of beauty device brands, professional aesthetic equipment manufacturers, and OEM/ODM producers responsible for product design, ultrasonic control systems, function integration, and certification. Downstream customers include beauty salons, skin management centers, medical aesthetic clinics, SPA chains, and premium personal care users. Representative brands and application companies include FOREO, YA-MAN, Panasonic, NuFACE, Sisram Medical, Hironic, Silk'n, and Tripollar. Driven by the expansion of professional beauty services and increasing demand for non-invasive aesthetic treatments, the industry continues to move toward higher power output, enhanced stability, and intelligent functionality.

The plug-in ultrasonic beauty instrument market is increasingly moving toward professionalization, intelligent functionality, and multi-technology integration. Rising consumer demand for non-invasive aesthetic treatments, anti-aging solutions, and professional skin management services is driving continuous demand from beauty salons, SPA centers, and medical aesthetic clinics for high-performance and stable beauty equipment. Compared with portable devices, plug-in systems maintain competitive advantages in professional applications through continuous power supply, stable energy output, and broader treatment capabilities. The integration of ultrasonic technology with radio frequency, microcurrent stimulation, LED phototherapy, and intelligent skin analysis systems is becoming a major industry trend. However, the market also faces challenges such as product homogenization, increasing brand concentration, stricter certification requirements, and demand fluctuations across different regions. Future competition is expected to focus on core transducer technologies, clinical validation capabilities, intelligent control systems, and comprehensive aesthetic treatment solutions.

This report studies the global Plug in Ultrasonic Beauty Instrument production, demand, key manufacturers, and key regions.

This report is a detailed and comprehensive analysis of the world market for Plug in Ultrasonic Beauty Instrument 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 Plug in Ultrasonic Beauty Instrument that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Plug in Ultrasonic Beauty Instrument total production and demand, 2021-2032,

(K Units)

Global Plug in Ultrasonic Beauty Instrument total production value, 2021-2032, (USD Million)

Global Plug in Ultrasonic Beauty Instrument production by region & country, production, value, CAGR, 2021-2032, (USD Million) & (K Units), (based on production site)

Global Plug in Ultrasonic Beauty Instrument consumption by region & country, CAGR, 2021-2032 & (K Units)

U.S. VS China: Plug in Ultrasonic Beauty Instrument domestic production, consumption, key domestic manufacturers and share

Global Plug in Ultrasonic Beauty Instrument production by manufacturer, production, price, value and market share 2021-2026, (USD Million) & (K Units)

Global Plug in Ultrasonic Beauty Instrument production by Type, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

Global Plug in Ultrasonic Beauty Instrument production by Application, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

This report profiles key players in the global Plug in Ultrasonic Beauty Instrument 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 Philips, Iskra Medical, Ibramed, Ionto Health & Beauty GmbH, Grand Aespio, Termosalud, Hironic, Bomtech Electronics, Asterasys, General Project Srl, 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 Plug in Ultrasonic Beauty Instrument 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 Plug in Ultrasonic Beauty Instrument Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Plug in Ultrasonic Beauty Instrument Market, Segmentation by Type:

Normal Type

Advanced Type

Global Plug in Ultrasonic Beauty Instrument Market, Segmentation by Technology:

Ultrasonic

Ultrasonic + Radio Frequency

Ultrasonic + Microcurrent

Others

Global Plug in Ultrasonic Beauty Instrument Market, Segmentation by Ultrasonic Frequency:

1-5 MHz

5-10 MHz

Others

Global Plug in Ultrasonic Beauty Instrument Market, Segmentation by Application:

Home Care

Beauty Clinic

Others

Companies Profiled:

Philips

Iskra Medical

Ibramed

Ionto Health & Beauty Gmbh

Grand Aespio

Termosalud

Hironic

Bomtech Electronics

Asterasys

General Project Srl

Jellen Products

Panasonic

FOREO

Merz

YA-MAN

NuFACE

Artistic&Co

Sisram Medical

KAKUSAN

Silk'n

Tripollar

Habaron Medien Beauty

Nano Time Beauty

Butterfly Network

Sofwave Medical

SpectruMed

Leaflife Technology

Beautylife Electronic Technology

Omni Laser

Fuqiang Beauty Equipment

Key Questions Answered:

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

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