

Household Beauty Appliances Market Size, Share & Trends Analysis Report By Product (Haircare, Skincare, Facial Care, Body Care), By Distribution Channel (Supermarket/Hypermarket), By Region, And Segment Forecasts, 2025 - 2030

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Abstracts

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Household Beauty Appliances Market Growth & Trends

The global household beauty appliances market size is anticipated to reach USD 11.69 billion by 2030, according to a new report by Grand View Research, Inc. The market is projected to grow at a CAGR of 5.7% from 2025 to 2030. Growing demand for advanced beauty appliances is anticipated to be the major driving factor for the market. Rising awareness about the benefits of using beauty appliances for the treatment of various skin and hair-related problems is also expected to boost the product demand. The haircare segment accounts for the major market share on account of increasing cases of hair problems, such as frizzy and dry hair. Facial care is anticipated to be the fastest-growing segment due to growing awareness about facial care.

Moreover, companies such as, Philips, and L'Oreal, are coming up with innovative products, which is contributing to the segment development. For instance, in January 2019, L'Oreal SA launched the first wearable microfluidic device, which tracks the skin's pH level and provides facial cleansing recommendation on smartphones. Thus, replacement of conventional medicines for skin treatment with technically advanced beauty care appliances contributes significantly in escalating the segment growth. The global market is marked by the presence of major companies including Koninklijke Philips N.V.; Home Skinovation; Conair Corp.; TRIA Beauty, Inc.; Vega; Syska;

Panasonic Corp.; Carol Cole Company; Croma; and L'Oreal SA.

Household Beauty Appliances Market Report Highlights

The haircare segment dominated the global household beauty appliances market based on product, with a revenue share of 32.2% in 2024.

The supermarket/hypermarket channel segment held the largest revenue share of the household beauty appliances market in 2024 and The online segment is expected to experience the fastest market growth during the forecast period.

The North American household beauty appliances industry dominated the global market, with a revenue share of 36.1% in 2024. A fast-paced lifestyle and increasing pressure to maintain a polished appearance among younger generations are major driving factors for industry growth in the region.

The Asia Pacific household beauty appliances market is anticipated to experience the fastest CAGR during the forecast period. Growing spending capacity and rising urbanization have influenced the growth of the household beauty appliances industry in the region.

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