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U.S. At-Home Beauty Devices Market Size, Share & Trends Analysis Report By Product (Facial Skincare Devices, Hair Removal Devices, Hair Growth & Scalp Treatment Devices), By Technology, By End Use, By Price Tier, By Distribution Channel, And Segment Forecasts, 2026 - 2033

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Abstracts

The U.S. at-home beauty devices market size was valued at USD 2.0 billion in 2025 and is projected to grow from USD 2.1 billion in 2026 to USD 4.2 billion by 2033, at a CAGR of 9.9% from 2026 to 2033, driven by increasing consumer preference for convenient, personalized beauty treatments at home, rising adoption of skincare and hair-removal devices, and technological advancements in Intense Pulsed Light (IPL), microcurrent, radiofrequency, and LED-based beauty devices.

The shift toward data-driven personalization is also encouraging beauty companies to integrate advanced diagnostics directly into consumer-facing technologies. In January 2025, L’Or?al Groupe unveiled Cell BioPrint, a tabletop lab-on-a-chip device capable of delivering personalized skin analysis in approximately five minutes using advanced proteomics. Technology evaluates skin biological age, ingredient responsiveness, and potential skin concerns, while combining biomarker analysis with facial imaging and consumer-reported concerns. The development demonstrates how diagnostics, biomarker analysis, and digital technology can increasingly be integrated into the consumer beauty journey, creating opportunities for more personalized at-home beauty devices in the U.S. market.

At-home treatment technologies are also gaining visibility across multiple skincare concerns, particularly through LED and red-light devices. The American Academy of

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Dermatology notes that red-light devices are available in forms such as masks, panels, and wands for concerns including wrinkles, dark spots, rough-feeling skin, and discoloration. The AAD also notes that several at-home red-light devices have received FDA clearance for certain applications, although treatment outcomes can vary, and further research is needed. This combination of increasing consumer awareness and expanding technology applications is supporting opportunities for manufacturers to develop more targeted and evidence-based personal beauty devices.

U.S. At-Home Beauty Devices Market Report Segmentation

This report forecasts revenue growth at the country level and provides an analysis of the latest trends and opportunities in each of the sub-segments from 2026 to 2033. For this study, Grand View Research has segmented the U.S. at-home beauty devices market report based on the product, technology, end use, price tier, and distribution channel

Product Outlook (Revenue, USD Billion, 2021 - 2033)

Facial Skincare Devices

Facial Cleansing Devices

LED Light Therapy Devices

Microcurrent & EMS Facial Devices

Radiofrequency (RF) Facial Devices

Facial Massage & Thermal Devices

Microdermabrasion & Exfoliation Devices

Others

Hair Removal Devices

Diode Laser

Intense Pulsed Light (IPL) Devices

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- Others
- Hair Growth & Scalp Treatment Devices
- LED Hair Growth Caps and Helmets
- Scalp Massage Devices
- Hair Combs (incl. laser combs)
- Others

Technology Outlook (Revenue, USD Billion, 2021 - 2033)

- Light-based Technology (LED, IPL, laser)
- Electrical Stimulation
- Radiofrequency
- Thermal Technology
- Mechanical Technology
- Exfoliation and Abrasion
- Others

End Use Outlook (Revenue, USD Billion, 2021 - 2033)

- Women
- Men

Price Tier Outlook (Revenue, USD Billion, 2021 - 2033)

- Entry-level (typically < $150)

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Mass / Mid-range (typically $150-$500)

Luxury & Premium (typically > $500)

Distribution Channel Outlook (Revenue, USD Billion, 2021 - 2033)

Brand-owned Websites (DTC)

Online Marketplaces & Retailers

Specialty Beauty Stores

Mass Merchandisers

Others

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