

Domestic Beauty Appliance Market – Global Industry Size, Share, Trends, Opportunity and Forecast, By Type (Hair Styling Appliance, Hair Removal Appliance, Others), By Sales Channel (Supermarkets/Hypermarkets, Specialty Store, Online, Others), By Region & Competition, 2020-2030F

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Abstracts

Global Domestic Beauty Appliance Market was valued at USD 62.47 billion in 2024 and is expected to grow to USD 88.24 billion by 2030 with a CAGR of 5.97% during the forecast period. The global domestic beauty appliance market is witnessing significant growth, driven by the rising demand for at-home beauty treatments and personal grooming solutions. Consumers are increasingly seeking convenient, cost-effective alternatives to salon services, prompting the adoption of devices such as hair dryers, straighteners, curling irons, facial cleansing brushes, and skincare tools. Technological advancements, including smart, multifunctional, and energy-efficient appliances, are enhancing user experience and effectiveness. Growing awareness of personal appearance, coupled with social media influence and changing lifestyles, is fueling market expansion.

Key Market Drivers

Rising Demand for At-Home Beauty Treatments

A key driver of the domestic beauty appliance market is the growing consumer preference for at-home beauty solutions. Busy urban lifestyles often make frequent salon visits inconvenient, leading consumers to seek devices that enable professional-level hair styling, skincare, and grooming treatments from home. Products such as hair

dryers, straighteners, curling irons, facial cleansing brushes, and LED therapy devices are seeing increased adoption, providing salon-quality results at a fraction of the cost. The COVID-19 pandemic further accelerated this trend by restricting access to professional services, encouraging investment in home-use appliances. Subscription-based beauty tutorials, social media influencers, and online DIY content have also amplified awareness and interest. In 2024, nearly 50% of U.S. consumers now prioritize wellness in their daily routines, up from 42% in 2020, reflecting a shift toward beauty products that deliver both cosmetic and health benefits.

Key Market Challenges

Product Safety and Risk of Misuse

Safety concerns pose another significant challenge for the domestic beauty appliance market. Devices such as hair straighteners, curling irons, and LED-based skincare appliances involve heat, electrical components, or intense light exposure, which can cause burns, hair damage, or skin irritation if used incorrectly. Consumers may lack proper knowledge or guidance on safe usage, leading to negative experiences and potential reputational risks for brands. Moreover, regulatory standards and compliance requirements vary across regions, making it challenging for manufacturers to ensure consistent safety levels in global markets. Product recalls or incidents resulting from safety failures can severely impact consumer trust, brand image, and market growth. To mitigate these risks, companies need to invest in rigorous quality control, clear instructions, safety certifications, and customer education programs. Additionally, offering customer support and training resources, including tutorials and troubleshooting guides, can help users operate devices safely while building brand loyalty.

Key Market Trends

Integration of Smart and Connected Devices

A major trend in the domestic beauty appliance market is the integration of smart and connected technologies. Manufacturers are increasingly embedding IoT (Internet of Things) capabilities, AI-based diagnostics, and Bluetooth connectivity into devices to offer personalized user experiences. For instance, smart hair straighteners and dryers can adjust temperature automatically based on hair type, while app-connected skincare devices provide customized routines, track usage, and monitor skin health over time. These innovations appeal to tech-savvy consumers seeking convenience and efficiency in beauty routines. Moreover, smart devices often allow for remote control, progress

tracking, and integration with wellness apps, reflecting the broader trend of personalized and data-driven self-care.

Key Market Players

Panasonic Corporation

Koninklijke Philips N.V.

Conair Corporation

Helen of Troy Limited

VEGA Industries Private Limited

TRIA Beauty, Inc.

Procter & Gamble Company

Carol Cole Company

Spectrum Brands Holdings, Inc. (Remington)

Nu Skin Enterprises Inc.

Report Scope:

In this report, the Global Domestic Beauty Appliance Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Domestic Beauty Appliance Market, By Type:

Hair Styling Appliance

Hair Removal Appliance

Others

Domestic Beauty Appliance Market, By Sales Channel:

Supermarkets/Hypermarkets

Specialty Store

Online

Others

Domestic Beauty Appliance Market, By Region:

North America

United States

Canada

Mexico

Europe

France

United Kingdom

Italy

Germany

Spain

Asia-Pacific

China

Japan

India

South Korea

Indonesia

South America

Argentina

Colombia

Brazil

Middle East & Africa

South Africa

Saudi Arabia

UAE

Turkey

Competitive Landscape

Company Profiles: Detailed analysis of the major companies presents in the Global Domestic Beauty Appliance Market.

Available Customizations:

Global Domestic Beauty Appliance Market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up to five).

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