

# **Electric Facial Cleansers Market – Global Industry Size, Share, Trends, Opportunity and Forecast, Segmented By Brush Type (Silicone Brush, Bristle Brush), By Distribution Channel (Online, Offline), By Region & Competition, 2021-2031F**

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## **Abstracts**

The Global Electric Facial Cleansers Market is projected to expand significantly, growing from USD 9.23 Billion in 2025 to USD 13.06 Billion by 2031, at a Compound Annual Growth Rate (CAGR) of 5.96%. These devices are handheld electronic tools that utilize technologies like sonic pulsation, oscillation, or rotation to offer a deeper cleanse, effectively removing impurities, makeup, and dead skin cells more efficiently than traditional manual washing. Key drivers for this market include rising disposable incomes and a heightened consumer desire for premium at-home skincare experiences that replicate professional spa treatments. Furthermore, increased consumer awareness about skin health and the benefits of thorough exfoliation is driving the widespread adoption of these personal grooming tools across various demographics.

Demonstrating rapid integration into daily personal care routines, 55% of South Korean consumers used facial washing devices daily in 2024, according to the Korea Cosmetic Association. Despite this substantial growth, the market faces a considerable hurdle with the proliferation of counterfeit products. The availability of these low-quality imitations not only impacts the revenue streams of legitimate brands but also poses potential safety risks to users, which can ultimately erode consumer trust in the entire category of electric facial cleansers.

## **Market Driver**

Rapid advancements in device functionality and battery efficiency are significant forces

propelling the Global Electric Facial Cleansers Market, as manufacturers integrate smart technologies to deliver tailored skincare experiences. Brands are increasingly developing devices with app connectivity, AI-driven diagnostics, and enhanced battery life, catering to the demand for professional-grade treatments within the home setting. This shift towards high-tech manufacturing is validated by the financial performance of major industry players investing in advanced production capabilities; for instance, Nu Skin Enterprises reported a 20.9% revenue growth for its Rhyz segment, focused on manufacturing and technology innovation, reaching \$73.1 million in Q3 2024, highlighting the commercial viability of cutting-edge beauty solutions. Ya-Man Ltd.'s 2024 report further underscored this trend, with 86% of its sales composed of beauty equipment, affirming the dominance of device technology in sector revenue.

The expansion of e-commerce and online retail distribution channels is further accelerating market growth, particularly through social commerce platforms that effectively use livestreaming to showcase product efficacy. These digital avenues enable brands to circumvent traditional retail limitations and engage directly with consumers, driving considerable sales volumes in crucial regional markets like China, where visual product demonstrations are vital for adoption. Illustrating this, Jing Daily reported that total beauty sales on Douyin's platform surpassed 10 billion RMB (approximately \$1.43 billion) in April 2024 alone, marking a 41.5% year-on-year increase. This robust online performance clearly indicates that digital platforms have become a preferred route for consumers to discover and purchase advanced facial cleansing devices.

## **Market Challenge**

The widespread availability of counterfeit products poses a significant obstacle to the expansion of the Global Electric Facial Cleansers Market, fundamentally undermining the industry by eroding consumer confidence and tarnishing the reputations of reputable manufacturers. Given that these devices rely on precise electronic specifications to ensure skin safety and effectiveness, inferior imitations often fail to perform as expected or can even cause physical harm. When consumers unknowingly purchase these substandard replicas, the resulting dissatisfaction is frequently attributed to the entire product category, thereby creating reluctance among potential buyers to invest in authentic, high-quality tools.

This pervasive presence of illicit goods also diverts substantial revenue from legitimate brands, thereby hindering their capacity for crucial research and development. Investigations by the British Beauty Council in 2025 revealed that nearly two-thirds of

cosmetic and beauty sector products sold through third-party online platforms were counterfeit. Such a high saturation of fake merchandise compels genuine companies to compete with unrealistically low price points while simultaneously managing the negative consumer experiences caused by these imitations. Consequently, the existence of these deceptive products creates a volatile market environment that stifles adoption rates and impedes the overall financial growth of the sector.

## **Market Trends**

A prominent trend is the evolution of newer devices into multi-functional tools, integrating deep cleansing capabilities with anti-aging features such as microcurrent stimulation, LED light therapy, and facial massage to encourage collagen production. This consolidation of benefits allows consumers to simplify their skincare routines, replacing several single-purpose tools with one comprehensive solution, thereby driving the rapid adoption of high-performance hardware. The commercial success of such hybrid technology is clearly demonstrated by the sales volumes of market entrants offering professional-grade modalities; for example, APR Corp announced in October 2025 that its multi-functional Age-R line exceeded 5 million cumulative units sold globally, with its flagship 'Booster Pro' device alone accounting for over 2 million units.

Brands are also increasingly addressing environmental concerns by introducing devices made from biodegradable or recyclable materials, utilizing plastic-free packaging, and designing products for longer lifecycles to minimize electronic waste. This represents a strategic shift towards circular economy principles, where manufacturers prioritize the recovery and reuse of components to reduce the industry's carbon footprint and appeal to environmentally conscious consumers. Major corporations are actively quantifying this transition as a core business metric; Royal Philips, in its Annual Report 2024 (February 2025), disclosed that 24% of its total revenue was generated from circular products and solutions, highlighting how sustainability has become a critical factor driving financial performance within the personal health technology sector.

## **Key Market Players**

L'Oreal S.A.

Koninklijke Philips N.V.

Foreo Ab

Age Sciences, Inc.

Panasonic Corporation

Beurer GmbH

Beauty Bumble LLP

The Procter & Gamble Company

Conair LLC

Vega Industries Private Limited

## **Report Scope**

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

Electric Facial Cleansers Market, By Brush Type

Silicone Brush

Bristle Brush

Electric Facial Cleansers Market, By Distribution Channel

Online

Offline

Electric Facial Cleansers Market, By Region

North America

United States

Canada

Mexico

Europe

France

United Kingdom

Italy

Germany

Spain

Asia Pacific

China

India

Japan

Australia

South Korea

South America

Brazil

Argentina

Colombia

Middle East & Africa

South Africa

Saudi Arabia

UAE

### **Competitive Landscape**

Company Profiles: Detailed analysis of the major companies present in the Global Electric Facial Cleansers Market.

### **Available Customizations:**

Global Electric Facial Cleansers 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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