

India Beauty Devices Market By Type (Trimmers & Shaver, Hair Dryers, Hair Straighteners, Hair Curlers, Epilators, Face Cleanser, and Others (Multipurpose (Styler), Multipurpose (Face Cleaner), Face Massager, Lip Plumper, etc.)), By Application (Individual Vs Professional), By Distribution Channel (Online, Multi-Branded Stores, Hypermarkets/Supermarkets Exclusive Stores and Others (Local Shops, Direct Sales, Distributor & Dealers etc.)), By Region, Competition Forecast & Opportunities, 2018-2028

<https://marketpublishers.com/r/IF6B3CE97417EN.html>

Date: February 2023

Pages: 74

Price: US\$ 4,400.00 (Single User License)

ID: IF6B3CE97417EN

Abstracts

Growing consumer demand for more convenient and professional beauty device products is driving the India beauty devices market and is expected to register a CAGR of 15.30% during the forecast period, reaching around USD 912.93 million by 2028F. Furthermore, during the forecast period, technical advancements, growing acceptance of men's grooming devices, and rising home beauty devices use are expected to drive the India beauty devices market.

The top three players in the Indian market, Philips India Limited, Panasonic Life Solution India Private Limited, and Procter & Gamble Hygiene and Health Care Limited (Gillette and Braun), are international brands. Most importantly, there is still a lot of space for growth as brands want to increase their online presence because internet penetration is still only 40% in India.

Products such as those to treat acne, remove unwanted hair, and other devices for

haircare are increasing. The numerous applications cater to the markets for personal and business use. Additionally, customers are interested in additional surgeries, equipment, tools, and gadgets. Personal grooming specialists spend on R&D to introduce innovative products and hold their market share in a competitive industry. Brands are intentionally aiming to appeal to the youth by releasing new cutting-edge technologies and are making every effort to advertise their goods on both offline and online platforms.

Due to the closure of numerous boutiques during COVID-19, there is a rise in the demand for beauty devices at home, such as hair care, skincare, and hair removal devices. Therefore, shavers, trimmers, epilators, straighteners, and other styling devices, including hair dryers, witnessed a 70% spike in sales at Paytm. The company had to bring in new suppliers after selling hair and beard trimmers devices three times to meet demand.

Increasing Consumer Demand for Appearance Improvement Will Lead to the Market Growth

The younger generation, particularly the millennials and members of Generation Z, are now concerned about their appearance. They are entirely conscious of their growth and desire to enhance their personality because of the growing awareness of self-care among people of all sexes. Beauty devices for men and women are now widely utilized. Beauty devices have become increasingly popular because of their multichannel availability, simple accessibility, and active e-commerce channels. Several factors benefit the market for beauty devices in India.

Creation and Launch of New Beauty Devices is Expected to Fuel the Market Growth

Manufacturers are forced to develop new products because of growing consumer demand for more valuable and professional grooming devices such as pore cleaners, hair stylers, and hair removal devices such as epilators & trimmers. This is expected to impact the personal grooming industry in India significantly

Enhancing Use of Social Media is Driving the Market Growth

The rising trends in skin care primarily drive the market in India among younger generations, along with the expansion of distribution channels for hair care, and the robust consumer base. As social media influencers are more likely to reveal their beauty devices and routines these days, local and international beauty businesses are turning

to them to increase brand recognition and draw in new customers.

Increase in the frequency of skin and hair issues

Most people experience hair and skin issues. One's look can be negatively impacted by hair loss, hair damage, split ends, skin pigmentation, redness, blackheads, and acne, driving the demand for beauty gadgets.

Counterfeit Beauty Devices Restrain Market Growth

The market is negatively impacted with counterfeit beauty device items, most of which are imported from China. Fake products attract many customers by claiming qualities comparable to genuine products but at considerably lower prices. Therefore, the expansion of the beauty device market in India is being severely hampered by duplicate or fake items.

Threat of Increasing Competition and New Competitor Entrance in the Market

There are numerous well-established players in the beauty devices market in India, and they benefit from both the market's stability and the dedicated support of its consumers. A rise in the number of foreign brands also shows the market's enormous growth potential. With so many brands present, rural markets are gradually growing more slowly than urban markets, leaving large-scale businesses and new entrants with few marketplaces to take advantage of.

Market Segmentation

The India Beauty Devices Market is segmented on the basis of type, application, distribution channel, and region. On the basis of type, the market is further segmented into trimmers & shavers, hair dryers, hair straighteners, hair curlers, epilators, face cleanser and others (multipurpose (styler), multipurpose (face cleaner), face massager, lip plumper, etc.). On the basis of application, the market is further segmented into individual & professional. The distribution channel is segmented into online, multi-branded stores, hypermarkets/supermarkets, exclusive stores, and others (local shops, direct sales, distributors & dealers etc.)). The market analysis also studies the regional segmentation divided into north, south, west, and east.

Company Profiles

Philips India Limited, Panasonic Life Solutions India Private Limited, Procter & Gamble Hygiene and Health Care Limited, Vega Industries Private Limited, Havells India Ltd, Syska Led Lights Pvt Ltd, Dyson Technology India Pvt Ltd, Beurer India Private Limited, SSIZ International Pvt Ltd, Flawless Beauty Products and Services Private Limited are some of the leading market players in the India beauty devices market. Newmarket players have also been actively entering the market in recent years, further strengthening future market growth.

Report Scope:

In this report, India beauty devices market has been segmented into following categories, in addition to the industry trends which have also been detailed below:

India Beauty Device Market, By Type:

Trimmers & Shavers

Hair Dryers

Hair Straighteners

Hair Curlers

Epilators

Face Cleanser

Others

India Beauty Device Market, By Application:

Individual

Professional

India Beauty Device Market, By Distribution Channel:

Online

Multi-Branded Stores

Hypermarkets / Supermarkets

Exclusive Stores

Others

India Beauty Device Market, By Region:

North

South

West

East

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in India Beauty Devices market.

Available Customizations:

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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