

Europe Beauty Devices Market Size and Forecast (2021 - 2031)

<https://marketpublishers.com/r/E35F990ADFC9EN.html>

Date: April 2026

Pages: 193

Price: US\$ 3,450.00 (Single User License)

ID: E35F990ADFC9EN

Abstracts

The Europe Beauty Devices Market is projected to grow significantly, reaching an estimated US\$ 88,542.7 million by 2031, up from US\$ 29,755.3 million in 2024. This growth represents a compound annual growth rate (CAGR) of 17.3% from 2025 to 2031.

Executive Summary and Market Analysis

The beauty devices market in Europe is categorized into several regions, including the UK, Germany, France, Italy, Spain, and the Rest of Europe. A surge in consumer awareness regarding personal grooming and appearance, coupled with increasing disposable incomes, has led to a heightened demand for advanced beauty solutions. Additionally, the aging population in Europe is driving market growth, as more consumers seek non-invasive anti-aging treatments and skin rejuvenation technologies.

Technological advancements have resulted in the creation of innovative and user-friendly beauty devices, such as LED therapy tools, microdermabrasion kits, and at-home laser hair removal systems. These products are gaining traction due to their convenience and effectiveness. The rise of e-commerce has also made beauty devices more accessible to consumers across Europe, particularly in remote or underserved areas. Furthermore, the influence of social media and beauty influencers has accelerated interest in maintaining youthful and healthy skin. The increasing number of professional salons and dermatology clinics offering beauty device treatments further contributes to market expansion. Manufacturers are also focusing on wellness, self-care, and sustainability, leading to the development of eco-friendly and multifunctional devices that align with consumer values.

Strategic Insights

Market Segmentation Analysis

The Europe Beauty Devices Market is segmented by product type, application, mode of operation, and distribution channel:

By Product Type: The market includes segments such as LED Masks, Infrared Beauty Devices, EMS, and others. The LED Mask segment was the market leader in 2024.

By Application: The market is divided into Anti-Aging, Acne and Inflammation Control, Skin Rejuvenation, and others, with the Anti-Aging segment dominating in 2024.

By Mode of Operation: The market is categorized into Electric & Battery Operated and Manual devices, with Electric and Battery Operated devices leading in 2024.

By Distribution Channel: The market is segmented into Online and Offline channels, with Offline sales dominating in 2024.

Market Outlook

Skin-related concerns such as pigmentation, wrinkles, sun damage, and acne are increasingly prevalent, especially among younger populations. Cosmetic procedures like microdermabrasion and chemical peels can be costly, often around US\$ 100 per session, depending on the number of treatments needed for issues like acne scars. The anti-aging benefits of beauty devices, including improved skin elasticity and revitalization, are among the most sought-after outcomes. The market is also being propelled by the rising incidence of hormonal disorders linked to modern lifestyles, which can trigger various cosmetic concerns, including acne and hair loss. For instance, polycystic ovary syndrome (PCOS) affects an estimated 6-13% of women of reproductive age globally, leading to skin issues such as acne and excessive hair growth.

Beauty devices are widely used to address acne, pigmentation, blemishes, age spots, wrinkles, and freckles, which are common skin issues among women. The global

beauty devices market is driven by factors such as the increasing prevalence of skin diseases, the growing geriatric population, and skin issues caused by sun exposure. The rise in photo-aging due to pollution and UV radiation is also a significant concern, leading to conditions like sunburn, wrinkles, and even skin cancer.

Technological advancements, particularly the integration of artificial intelligence (AI) in beauty devices, are transforming the industry. Manufacturers are focusing on innovation and personalized solutions to meet the growing demand for convenient, at-home treatments. The preference for non-invasive anti-aging solutions is further fueling market growth, as consumers seek effective ways to maintain youthful skin without resorting to clinical procedures.

Consumers are increasingly aware of skin conditions and their psychological impacts. Issues like acne and inflammation can lead to stress, anxiety, and reduced self-esteem, driving interest in solutions that provide rapid and visible improvements. AI systems are being developed to monitor inflammatory disorders and offer personalized skincare recommendations. Devices like the Ziip Dot, a handheld tool for blemishes, have received positive reviews for their effectiveness in reducing swelling and pigmentation. High-frequency and cryotherapy tools are also gaining popularity for their direct impact on inflammation.

Country Insights

The Europe Beauty Devices Market is further segmented by country, with Germany holding the largest market share in 2024. Germany is witnessing a steady increase in its older adult population, with projections indicating that 22% of the population will be aged 65 and above by 2030. This demographic shift is driving demand for non-invasive beauty solutions to address age-related skin concerns, such as wrinkles and sagging skin.

Company Profiles

Key players in the Europe Beauty Devices Market include Panasonic Holdings Corp, Koninklijke Philips NV, The Procter & Gamble Co, FOREO, NuFACE, TRIA BEAUTY, YA-MAN LTD, ZIIP, Silk'n, Hitachi Ltd, MTG Co., Ltd., L'Oreal SA, and LUMINA NRG. These companies are employing various strategies, including expansion, product innovation, and mergers and acquisitions, to enhance their market presence and offer innovative products to consumers.

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