

Middle East & Africa Beauty Devices Market Size and Forecast (2021 - 2031)

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Abstracts

The Middle East and Africa Beauty Devices Market is projected to grow significantly, reaching an estimated US\$ 12,807.9 million by 2031, up from US\$ 4,438.5 million in 2024. This growth represents a compound annual growth rate (CAGR) of 16.8% from 2025 to 2031, indicating a robust expansion in the sector.

Executive Summary and Market Analysis

The beauty devices market in the Middle East and Africa is primarily segmented into key regions including the UAE, Saudi Arabia, South Africa, and the Rest of the Middle East and Africa (MEA). The increasing disposable incomes and a heightened focus on personal grooming among both men and women are driving the demand for advanced beauty solutions. The region boasts a young and beauty-conscious demographic, which, combined with the influence of social media and beauty influencers, has significantly raised awareness regarding skincare and aesthetic treatments.

Technological advancements have led to the development of innovative at-home beauty devices, such as LED therapy masks, hair removal tools, and anti-aging equipment, making beauty treatments more accessible and convenient for consumers.

Furthermore, the rise of beauty clinics and spas, particularly in urban centers of the UAE, Saudi Arabia, and South Africa, is broadening the consumer base. The growing preference for non-invasive cosmetic procedures, favored for their safety and shorter recovery times, is also contributing to the market's expansion. Additionally, government investments in healthcare infrastructure are indirectly supporting the cosmetic and dermatological sectors, creating a favorable environment for market growth.

International brands are increasingly entering the market, often collaborating with local distributors to offer a wider variety of beauty devices to consumers.

Strategic Insights

Market Segmentation Analysis

The Middle East and Africa Beauty Devices Market can be segmented by product type, application, mode of operation, and distribution channel:

By Product Type: The market is divided into categories such as LED Masks, Infrared Beauty Devices, EMS (Electrical Muscle Stimulation), and Others. The LED Mask segment was the market leader in 2024.

By Application: The market is segmented 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 and Battery Operated devices and Manual devices, with Electric and Battery Operated devices leading the market in 2024.

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

Market Outlook

Companies in the beauty devices market are focusing on innovation through extensive research and development activities. These innovations are expected to provide superior treatment outcomes compared to existing products. For instance, in September 2024, L'Oreal launched the HAPTA smart applicator designed for individuals with limited mobility, alongside an upgraded AI-powered Perso 2.0 device for customized skincare solutions. In 2025, they introduced a connected UV-patch system that offers beauty coaching via a mobile application.

Similarly, in 2024, Foreo AB launched the LUNA 4 Pro, which features biometric sensors and custom cleansing profiles, and in 2025, they unveiled AI-enhanced masking systems that utilize real-time skin diagnostics. In March 2023, L'Oreal filed a patent for a novel technology that allows users to create custom-blended cosmetics tailored to their skin tones through a mobile app. These innovations exemplify how the

cosmetics and personal beauty care sectors are modernizing and integrating AI technology to meet consumer demands for personalized beauty products.

In June 2022, LightStim, a leader in LED light therapy devices, launched LightElipsa™, its latest innovation in LED light therapy. Such product innovations are expected to drive growth in the beauty devices market throughout the forecast period.

Country Insights

The beauty devices market in the Middle East and Africa is further segmented by country, including Saudi Arabia, South Africa, the United Arab Emirates, and the Rest of the Middle East and Africa. As of 2024, Saudi Arabia held the largest market share.

The market dynamics in the Middle East and Africa are influenced by rising disposable incomes and an increasing emphasis on personal grooming among both genders. The region's youthful and beauty-conscious population, along with the impact of social media and beauty influencers, has significantly increased awareness of skincare and aesthetic treatments. Technological advancements and the availability of innovative at-home beauty devices are making beauty treatments more accessible. The proliferation of beauty clinics and spas in urban areas is also expanding the consumer base, while the preference for non-invasive cosmetic procedures continues to grow due to their safety and shorter recovery times.

Company Profiles

Key players in the Middle East and Africa 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 such as expansion, product innovation, and mergers and acquisitions to enhance their market presence and offer innovative products to consumers.

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