

North America Beauty Devices Market Size and Forecast (2021 - 2031)

<https://marketpublishers.com/r/N4D8E8D4D9B3EN.html>

Date: April 2026

Pages: 172

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

ID: N4D8E8D4D9B3EN

Abstracts

The North America Beauty Devices Market is projected to grow significantly, reaching an estimated US\$ 117,642.6 million by 2031, up from US\$ 37,892.0 million in 2024. This growth represents a compound annual growth rate (CAGR) of 18.1% from 2025 to 2031.

Executive Summary and Market Analysis

The beauty devices market in North America is divided into three main regions: the United States, Canada, and Mexico. Several factors contribute to the growth of this market, including increased per capita spending and the presence of well-known beauty brands. The fast-paced lifestyles of consumers are driving demand for multifunctional beauty and personal care products. Additionally, concerns about obesity and the effects of cellulite have led consumers to seek specialized cosmetic and beauty devices. The region's large population is also increasingly interested in achieving wrinkle-free and acne-free skin, further fueling market growth.

Strategic Insights

Market Segmentation Analysis

The North America Beauty Devices Market can be segmented based on product type, application, mode of operation, and distribution channel:

By Product Type: The market includes segments such as LED Masks, Infrared Beauty Devices, EMS (Electrical Muscle Stimulation), and others. In 2024, the LED Mask segment was the market leader.

By Application: The market is categorized into Anti-Aging, Acne and Inflammation Control, Skin Rejuvenation, and others. The Anti-Aging segment was the dominant application in 2024.

By Mode of Operation: The devices are classified into Electric and Battery Operated, and Manual. The Electric and Battery Operated segment led the market in 2024.

By Distribution Channel: The market is divided into Online and Offline channels, with the Offline segment being the largest in 2024.

Market Outlook

The North America Beauty Devices Market is influenced by rising stress levels, long working hours, and lifestyle changes, compounded by increasing pollution, all of which negatively affect skin and hair health. This has led to a surge in consumer interest in beauty and wellness solutions, including RF rollers and blue light therapy devices. The demand for grooming products and services has increased, driven by a heightened awareness of personal appearance. Premium beauty brands are now offering value-added services, such as skin diagnostics, to attract customers. According to a 2023 report by LendingTree, women aged 25-34 are the primary consumers in this market, with Americans spending an average of US\$ 1,754 annually on beauty-related products and services, particularly in skincare and haircare. Social media platforms like Instagram and TikTok have a significant impact on purchasing behavior, especially among Millennials and Gen Z, with many consumers prioritizing beauty spending even at the expense of other expenses.

The COVID-19 pandemic has notably transformed the beauty device market. Lockdowns and limited access to salons prompted consumers to adopt at-home skincare solutions. Concerns about skin aging have further driven market growth, as individuals seek non-invasive and cost-effective alternatives to professional treatments. The popularity of beauty devices that offer anti-aging benefits is on the rise, aligning with trends in longevity and rejuvenation. A EuroMonitor survey from 2024 indicated that 52% of consumers expect better health in the coming years and are looking for tools that support cell rejuvenation and stress recovery. Beauty technology is now integrating with health monitoring devices, indicating a shift towards sustained well-being rather than just superficial improvements.

Manufacturers are responding to these trends with innovations in artificial intelligence, the Internet of Things (IoT), and advanced sensor technologies, which enhance both device performance and user experience. These advancements are driving global sales and expanding market reach. The increasing aesthetic awareness among younger demographics, along with rising disposable incomes and improved living standards, is accelerating the adoption of beauty devices. Furthermore, technological advancements in the medical device sector are contributing to market growth, as both men and women show a growing preference for beauty-enhancing solutions.

Country Insights

The North America Beauty Devices Market is further segmented by country, with the United States, Canada, and Mexico being the primary markets. The United States held the largest market share in 2024. Historically, the US has been a leader in cosmetics innovation, entrepreneurship, and regulation. Consumers in the US have consistently increased their annual spending on personal and beauty care products, which supports market growth. The growing Hispanic population and the rising demand for luxury personal care brands in the US are also expected to bolster the demand for beauty devices. Additionally, increased consumer knowledge and awareness of the benefits of the latest technologies, facilitated by digital media and social media platforms, are contributing to the market's expansion in the United States.

Company Profiles

Key players in the North America 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 introduce innovative products and increase their market share.

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