

# **North America Offline Beauty Devices Market Size and Forecast (2021 - 2031), Regional Share, Trend, and Growth Opportunity Analysis Report Coverage: By Product Type (LED Mask, Infrared Beauty Devices, EMS, and Others), Application (Anti-Aging, Acne and Inflammation Control, Skin Rejuvenation, and Others), Mode of Operation (Electric and Battery Operated and Manual), Distribution Channel (Walmart, Best Buy, Costco, Nordstrom, Macys, Saks Fifth Avenue, Sephora, Ulta Beauty, Target, and Others), and Country**

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## **Abstracts**

The North America offline beauty devices market size is projected to reach US\$ 68.22 billion by 2031 from US\$ 27.56 billion in 2024. The market is expected to register a CAGR of 13.8% during 2024–2031. New product introductions in North America are likely to bring in new market trends during the forecast period. Furthermore, increasing inclination toward beauty and wellness bolsters north america offline beauty devices market growth.

Age-related skin issues, such as pigmentation, wrinkles, creases, and acne, as well as burn scars due to accidents, are extremely common. According to the American Academy of Dermatology Association, acne is the most common skin condition in the US, affecting about 50 million people in America annually. ~85% of people aged 12–24 experience the onset of minor acne. Cosmetic procedures such as microdermabrasion and chemical peels can cost ~US\$100 or more per session, depending on the number

of treatments required for acne scars. Laser treatments for acne scars can also run US\$200 or more. Recent studies indicate that individuals having acne in the US spend an average of US\$150 to US\$200 annually on over-the-counter products. Additionally, as per the Dermatology Association in Canada, acne impacts 5.6 million people in Canada, which is nearly 20% of the population. Over 80% of those affected are between the ages of 12 and 24. Moreover, around 1 million people in Canada are diagnosed with psoriasis.

One in 10 people develop atopic dermatitis during their lifetime, and it affects up to 25% of children and 2–3% of adults. Furthermore, over a quarter (28%) of women under 25 worry about signs of aging, and this number has increased to 42% for those aged 25–34 and 54% for those aged 35–44. In addition, the poll of 2,000 women across the US, conducted by Dermstore, found that young women have started using products to reduce signs of aging much sooner than older women.

### Strategic Initiatives by Market Players

Various market players focus on strategic developments such as product launches, mergers, acquisitions, and collaborations to develop advanced products that help ease the treatment of anti-aging, acne and inflammation control, skin rejuvenation among others. Following are a few recent developments in the North America offline beauty devices market.

- In January 2025, NuFACE launched its NuFACE FIX MicroWand. This cutting-edge device is designed to depuff under eyes, plump lips, and smooth fine lines using NuFACE's iconic microcurrent technology and precise micro-spheres, designed to stimulate the surface level of skin.
- In August 2022, NuFACE, a leader in microcurrent skincare since 2005, launched two new FDA-cleared devices: The Mini+ and Trinity+. The brand also introduces the Bluetooth-enabled NuFACE App, which connects to the devices and offers exclusive treatments targeting different layers of the skin for both immediate and long-term results at home.
- In July 2023, YA-MAN LTD. announced that the FDA approved "Medi Lift PLUS" for marketing in the US as a Class II medical device. YA-MAN began a marketing campaign for beauty devices in the US with "Medi Lift PLUS." The US is a major market in the global beauty device industry, and YA-MAN planned to expand sales channels to retail stores and medical spas, as well as e-commerce.

- In February 2024, Nu Skin Enterprises launched the Nu Skin RenuSpa iO, a smart, FDA-cleared microcurrent body device that promotes wellness and boosts body confidence through skin stimulation. As the latest innovation from the world's top-selling beauty device brand for six consecutive years, the RenuSpa iO revitalizes appearance and refreshes the body.
- In November 2022, Nu Skin Enterprises introduced the ageLOC LumiSpa iO, a smart skin treatment and cleansing device that offers a connected experience. Utilizing patented micropulse technology, it enhances personalized beauty with customized treatment options, intelligent coaching, and skincare routine tracking. The system includes the LumiSpa iO device, three non-abrasive treatment heads, and five specially formulated cleansers for optimal skin interaction. When paired with the Nu Skin Vera app, it creates a new level of personalized skincare experiences.

An upsurge in the number of product approvals, launches, and strategic collaborations is likely to create lucrative opportunities for the offline beauty devices market in the future.

### Segmental Insights

- Based on product type, the North America offline beauty devices market is segmented into LED mask, infrared beauty devices, EMS, and others. The LED mask segment held the largest share of the market in 2024.
- In terms of application, the North America offline beauty devices market is categorized into anti-aging, acne and inflammation control, skin rejuvenation, and others. The anti-aging segment dominated the market in 2024.
- In terms of mode of operation, the North America offline beauty devices market is bifurcated into electric and battery operated and manual. The electric and battery-operated segment dominated the market in 2024.
- In terms of distribution channel, the North America offline beauty devices market is categorized into Walmart, Best Buy, Costco, Nordstrom, Macys, Saks Fifth Avenue, Sephora, Ulta Beauty, Target, and others. The Walmart segment dominated the market in 2024. Walmart is one of the largest retail chains in the world, offering beauty devices through both in-store and online platforms. The segment includes a wide range of affordable, mass-market beauty technology, such as facial cleansers, hair removal

devices, and anti-aging tools. Walmart's widespread accessibility and budget-friendly pricing appeal to a broad consumer base. As consumers increasingly seek professional-grade beauty treatments at home, affordable options are in high demand. The growing e-commerce platform of the company strengthens its position in the beauty device market.

- North America Offline Beauty Devices Market Share Analysis by Geography

The geographic scope of the North America offline beauty devices market report mainly focuses on Countries such as the US, Canada, and Mexico. In terms of revenue, the US dominated the market in 2023. It is estimated to dominate North America market during the forecast period.

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