

# **North America Skin Analyzers Market Size and Forecast (2021 - 2031), Regional Share, Trend, and Growth Opportunity Analysis Report Coverage: By Product Type (Desktop Skin Analyzers, Software-Based Skin Analyzers, and Handheld Skin Analyzers), Spectrum Type (Real-time Spectrum Analyzers and Swept-tuned Spectrum Analyzers), Application (Skin Aging Analysis, Pigmentation and Skin Tone Analysis, Hydration and Moisture Level Analysis, Wrinkle and Pore Analysis, UV Damage Detection, and Others), and End User (Dermatology Clinics, Aesthetic and Beauty Clinics, Home Users, and Research Institutions)**

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## **Abstracts**

The North America Skin Analyzers Market is projected to grow significantly, reaching an estimated US\$ 906.5 million by 2031, up from US\$ 501.9 million in 2024. This growth represents a compound annual growth rate (CAGR) of 8.9% from 2025 to 2031.

## **Executive Summary**

The expansion of the North American Skin Analyzers market is primarily driven by increasing consumer awareness regarding skincare, a rising demand for personalized beauty solutions, and advancements in dermatological diagnostic technologies. The United States is the dominant player in this market, benefiting from a high concentration

of dermatology clinics, cosmetic centers, and wellness spas that are increasingly integrating advanced skin analysis tools into their services.

Key devices such as the VISIA Skin Analysis System and the OBSERV 520X are commonly utilized in aesthetic practices to evaluate various skin conditions, including wrinkles, pigmentation, and pore size. The growing trend towards non-invasive treatments and preventive skincare has further amplified the demand for precise diagnostic tools. Additionally, the rise of teledermatology services following the COVID-19 pandemic has accelerated the adoption of portable and AI-powered skin analyzers, such as SkinVision. Partnerships between beauty brands and dermatological technology companies, exemplified by L'Oréal's acquisition of ModiFace, are also expected to bolster market growth in the near future.

## **Market Segmentation**

The North America Skin Analyzers Market can be segmented based on product type, spectrum type, application, and end user:

**By Product Type:** The market is divided into Desktop Skin Analyzers, Software-Based Skin Analyzers, and Handheld Skin Analyzers. In 2024, Desktop Skin Analyzers held the largest market share.

**By Spectrum Type:** The market is categorized into Real-time Spectrum Analyzers and Swept-tuned Spectrum Analyzers, with Real-time Spectrum Analyzers leading in market share in 2024.

**By Application:** The applications include Skin Aging Analysis, Pigmentation and Skin Tone Analysis, Hydration and Moisture Level Analysis, Wrinkle and Pore Analysis, UV Damage Detection, among others. Skin Aging Analysis was the largest segment in 2024.

**By End User:** The market is segmented into Dermatology Clinics, Aesthetic and Beauty Clinics, Home Users, and Research Institutions, with Dermatology Clinics holding the largest share in 2024.

## **Market Outlook**

The global incidence of skin diseases has seen a significant rise, with the International

Eczema Council reporting approximately 223 million individuals affected by atopic dermatitis globally, including 43 million aged 1-4 years in 2022. The National Psoriasis Foundation noted that around 125 million people, or about 2-3% of the global population, live with psoriasis. Acne remains one of the most prevalent skin conditions, affecting 50 million people annually in the US alone, with a global prevalence of around 20%. This increasing burden of skin disorders has heightened the demand for diagnostic equipment, such as skin analyzers, to monitor and manage these conditions effectively. The growing awareness of skin health, fueled by beauty platforms that promote skincare regimens, has led consumers to seek advanced solutions like skin analyzers that provide detailed insights into their skin conditions, enabling informed decisions about their skincare routines.

## Country Insights

The North America Skin Analyzers Market is further segmented by country, including the United States, Canada, and Mexico, with the United States holding the largest market share in 2024. The US market is characterized by high consumer spending on skincare, technological innovations, and a robust cosmetic dermatology industry. The demand for personalized skincare and early detection of skin conditions has driven the need for skin analyzers. Prominent devices such as the VISIA Skin Analysis System from Canfield Scientific and AI-driven tools like Skin Scope by SkinCeuticals are widely adopted in dermatology clinics, medical spas, and beauty retail environments. These systems provide comprehensive analyses of skin conditions, including wrinkles, UV damage, texture, and hydration levels, assisting practitioners in recommending targeted treatments. The trend of at-home skin assessments using smartphone-connected analyzers, such as HiMirror and digital applications like TroveSkin, is also contributing to market growth. Furthermore, the introduction of innovative products, such as Perfect Corp.'s HD Skin Analysis solution, which offers enhanced skin scans for more accurate assessments, is expected to support market expansion.

## Competitive Landscape

Key players in the Skin Analyzers Market include Shiseido Co Ltd, L'Oreal SA, Beijing KES Biology Technology Co., Ltd., and several others. 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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