

7th Edition



# Beauty Devices:

## Global Market Analysis and Opportunities

Base Year: 2017

United States: Published February 2018

China: Published June 2018

Japan: Published July 2018

South Korea: Published August 2018

Europe: Published September 2018

Regional Coverage: Asia ■ Europe ■ United States

A comprehensive assessment of the vibrant market for at-home beauty devices, focusing on market size and growth, key changes in distribution, the competitive landscape, and notable new launches and product trends. As personalization continues to be one of the most talked about trends in the beauty and personal care industry, this study explores what opportunities there are to integrate personalization into the beauty devices market, based off of consumer research done in 2017. This study provides business executives with reliable and timely insights.

### This Report Addresses Questions Such as:

- What technology is growing the fastest by device type and region?
- Are anti-aging devices becoming more focused on specific facial areas?
- What are the opportunities for growth in the market?
- Who are the leaders in the market, and how are they innovating to stay ahead of the competition?
- What are the key marketing activities by region?



# Tentative Report Contents

## Global Market Overview

This presentation style report provides a comprehensive overview of the markets examined in terms of key lessons learned, sales, competition, regional differences, and opportunities. It will be available only to subscribers of all five market reports.

## Contents for each market report

Each presentation style report provides the following:

- Total industry size and growth for each country as listed in Table 1
- Market drivers
- Competitive landscape with brand snapshots of leading and/or notable marketers
- Sales breakdown for 2016 and 2017 by:
  - Skin concern
  - Leading technology by product type and price point analysis
  - Country (Europe only)
  - Distribution channel
- Innovation and technological advancements
- Market outlook through 2023

## Database Contents

Kline’s interactive database provides:

- Total industry size and growth
- Sales by market as listed in Table 1
- Breakdowns for 2013 through 2018 by:
  - Market
  - Company
  - Brand
  - Distribution channel
  - Skin care concern
  - Technology
- Forecast sales by 2022

## Database Features

- User-friendliness in a simple yet sophisticated system
- Data presented by:
  - Manufacturers’ sales
  - Market share
  - Growth rates
- Flexible search options
- Export capabilities
- Ability to easily refine and modify search

**Table 1: List of Markets Covered**

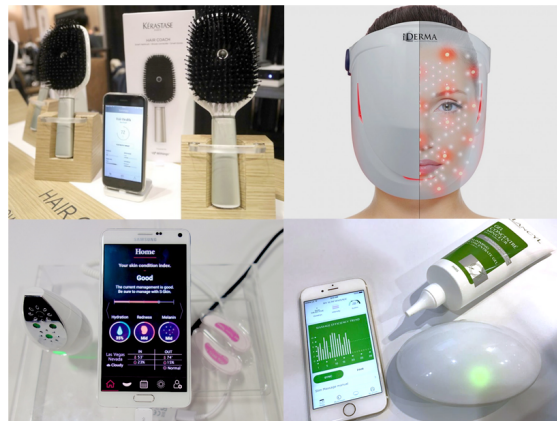
China

Europe

Japan

South Korea

United States





## Scope

The report examines the non-invasive forms of at-home skin care that mimic results that were once only achieved in doctors' offices and spas. All devices analyzed in the report are power-operated. The analysis will cover beauty devices sold to consumers through all channels of distribution, including direct sales, mass, prestige, and professional outlets. Devices that offer the following benefits are covered:

- Acne elimination
- Anti-aging
- Cellulite reduction and body firming/toning
- Cleansing
- Hair regrowth
- Hair removal

The analysis is global in nature and focuses heavily on the key markets for beauty devices: China, Europe, Japan, South Korea, and the United States. The report does not contain in-depth details on Europe on a country level; however, estimated sales breakdowns are provided by leading country, as well as brand leaders and directional distribution information. This report will not include implements, hair appliances, or waxing equipment. Devices and appliances used by physicians and aestheticians in professional outlets are excluded.

## Key Benefits

This comprehensive report enables subscribers to identify business opportunities by analyzing the dynamics in one of the most dynamic markets in the beauty industry. Specifically, this report will assist subscribers by:

- Two key deliverables: an interactive online database and a comprehensive-presentation style report
- Identifying opportunities that may be appropriate for product marketers
- Explaining key skin care concerns that devices address in a clear and consistent fashion
- Identifying the opportunities stemming from the evolution of distribution channels
- Quantifying the key areas that devices treat, such as cellulite, facial hair removal, hair regrowth, cleansing, acne, and wrinkles
- Providing perspective on the leading players, as well as the smaller, up-and-coming ones
- Stimulating ideas for future partnerships/alliances and product ideation



## Methodology

Kline’s approach places principal emphasis on primary research techniques to ensure that the foundation of business intelligence and insight is accurate, current, and reliable. Building on our 50-plus years in the business and leveraging our worldwide network of offices, our teams of seasoned professionals draw upon pragmatic industrial and commercial experience to understand and interpret global impacts and local perspectives.

### Primary Research

#### We Know Who to Talk to. We Know How to Listen.



A high number of in-depth discussions are conducted by each analyst. All interviews are done with true industry insiders.

Kline’s analysts draw upon pragmatic experience to understand global impacts and local perspectives. Our interviews engage experts across all pertinent fields and sectors including:

- Marketers/manufacturers
- Distributors
- Government agencies
- Retailers
- Suppliers
- Trade organizations

### Secondary Research

#### We Know Where to Look – Mining the Details.



Analysis is further supplemented by secondary research, consisting of constant tracking of annual company reports, national statistics bureaus, trade/ industrial/professional associations, and the like.

Relevant developments are diligently followed and their impact closely monitored. Reports also draw upon non-confidential data from Kline’s internal database, consisting of over half a century’s syndicated research.

### Comprehensive Market Intelligence

#### We Know How to Verify.



Data are rigorously analyzed, cross-checked, distilled, and validated. Kline’s proven methodology allows exceptionally effective, precise, and reliable market

intelligence, giving subscribers a solid foundation on which to grow, refine, and expand their business with confidence.

## Kline Credentials

Kline is a leading global management consulting and market research firm offering the complete spectrum of services. The firm has served the management consulting and market research needs of organizations in the chemicals, materials, energy, life sciences, and consumer products industries for over 50 years.

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