

Beauty Devices: Global Market Analysis and Opportunities

Base Year: 2023

**To be Published:
Q4 2023**

12th Edition

This study is an in-depth analysis of the global at-home beauty devices market focusing on market size and growth, opportunities, key skin care concerns, technologies, and the competitive landscape with coverage of key markets, such as China, South Korea, and the United States.

Regional Coverage:

- Asia (China and South Korea)
- United States

SCOPE

- › Covers non-invasive forms of at-home skin care that mimic the results that were once only achieved in doctors' offices, salons, and spas
- › Scopes power-operated devices only
- › Includes beauty devices sold to consumers through all distribution channels, such as direct sales, e-commerce, mass, prestige, and professional outlets
- › Excludes devices such as hair appliances and waxing equipment, devices and appliances used by physicians and aestheticians in professional outlets, and hair re-growth devices

TABLE OF CONTENTS

Introduction

Market Summary

- Market size and growth (2022 and 2023)
- Key trends and developments
- Sales breakdown (2022 and 2023) by:
 - Leading brands
 - Skin care concern (listed in Table 2)
 - Technology (listed in Table 3)
 - Distribution channel (listed in Table 4)
- Technology landscape
- Competitive landscape with brand snapshots of leading and/or fast-growing marketers
- Distribution channel landscape
- Marketing activities
- Outlook to 2028

Database Contents

Kline's interactive database will provide:

- Market size and growth
- Market breakdown (2018–2023) by:
 - Brand
 - Company
 - Skin care concern
 - Technology
 - Distribution channel
- Outlook to 2028 by:
 - Skin care concern
 - Technology
 - Distribution channel

TABLE 1: MARKETS

China
South Korea
United States

TABLE 2: SKIN CARE CONCERNS

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

TABLE 3: TECHNOLOGIES

Heat
Laser
LED light therapy
Microcurrent/Nanocurrent
Radio frequency
Rotating
Sonic

TABLE 4: DISTRIBUTION CHANNELS

Direct sales
E-commerce
Mass retailers
Prestige/Luxury retailers
Professional (consumer sales)

REPORT BENEFITS

This report will provide subscribers with an accurate picture of the market size, segmentation, and performance of the global beauty devices market, along with information on leading and fast-growing brands in the market. The report will also allow subscribers to:

Use it as a basis to identify where innovation is needed or where new product opportunities lie

Assess areas of growth based on at-home regimens being adopted by consumers

Learn about the emerging brands, as well as market leaders

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 60-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. Our industry expertise is elevated by technology and systematic data collection processes to deliver more predictive and actionable data and insights.

A Full Spectrum of Services



Custom
Research



Market Research
Reports



Management
Consulting

KLING 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 60 years.

Americas

+1-973-435-3407

Brazil

+55-11-3624-8718

China

+86-21-2226 5078

Abu Dhabi

+971 02 654 4147

Europe

+32-2-770-4740

India

+91-124-4546-100

Japan

+81-3-3242-6277