

# Beauty Devices: Market Brief

**Base Year: 2020**

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A succinct view of how the at-home beauty devices market has come back to life in the wake of the COVID-19 pandemic, as consumers depend on these devices to maintain their beauty regimen at home.

**Regional Coverage:** Mainland China, United States

## SCOPE

- › Covers non-invasive forms of at-home skin care that mimic results once only achieved in doctors' offices, salons, and spas
- › Power-operated devices only
- › Includes beauty devices sold to consumers through all channels of distribution, including direct sales, mass, prestige, and professional outlets
- › Devices such as hair appliances and waxing equipment are excluded. Devices and appliances used by physicians and aestheticians in professional outlets are also excluded. Does not include hair re-growth devices.

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This two-volume series covers the below content for markets listed in

## Table 1:

### Introduction

### Market Summary

- Market size and growth (2019 and 2020)
- Key trends and developments
- Sales breakdown (2019 and 2020) 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 notable marketers
- Distribution channel sales breakdowns (listed in Table 3)
- Marketing activities
- Outlook to 2025



### Database Contents

Kline’s interactive database will provide:

- Market size and growth (as listed in Table 1)
- Market breakdown (2015-2020) by:
  - Brand
  - Company
  - Skin care concern
  - Technology
  - Distribution channel
- Outlook to 2025

#### Table 1. MARKETS COVERED

- Mainland China
- United States

#### Table 2. SKIN CARE CONCERNS COVERED

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

#### Table 3. TECHNOLOGIES COVERED

- Heat
- Laser
- LED light therapy
- Microcurrent/nanocurrent
- Radio frequency
- Rotating
- Sonic

#### Table 4. DISTRIBUTION CHANNELS COVERED

- Direct
- Mass
- Prestige/luxury
- Professional

## REPORT BENEFITS

This report will provide subscribers with an accurate picture of the market size, segmentation, and performance of the beauty devices market in Mainland China and the United States. The report will also allow subscribers to:

Identify business opportunities and partnerships

Assess opportunities based on the COVID-19 pandemic

Learn about emerging fast growers 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.

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