

# Beauty Devices:

## U.S. Market Analysis and Opportunities

**Base Year: 2022**

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**11<sup>th</sup> Edition**

The report is a comprehensive analysis of the at-home beauty devices market focusing on the United States. It provides in-depth analysis and insights on market size and growth, opportunities, key skin care concerns, technologies, and the competitive landscape.

**Regional Coverage:** • United States

## SCOPE

- › Covers non-invasive forms of at-home skin care that mimic 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, 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

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## Introduction

## Market Summary

- Market size and growth (2021 and 2022)
- Key trends and developments
- Sales breakdown (2021 and 2022) by:
  - Leading brands
  - Skin care concern (listed in Table 1)
  - Technology (listed in Table 2)
  - Distribution channel (listed in Table 3)
- Technology landscape
- Competitive landscape with brand snapshots of leading and/or fast-growing marketers
- Distribution channel landscape
- Marketing activities
- Outlook to 2027

## Database Contents

Kline's interactive database will provide:

- Market size and growth
- Market breakdown (2017-2022) by:
  - Brand
  - Company
  - Skin care concern
  - Technology
  - Distribution channel
- Outlook to 2027

### TABLE 1: SKIN CARE CONCERNS

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

### TABLE 2: TECHNOLOGIES

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

### TABLE 3: DISTRIBUTION CHANNELS

Direct sales (e-commerce)
Direct sales (non-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 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 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. Our industry expertise is elevated by technology and systematic data collection processes to deliver more predictive and actionable data and insights.

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