U.S. Beauty Devices Market Size, Share, Development, Growth and Demand Forecast to 2020

Description:

The U.S. beauty devices market accounted for $9,214.0 million during 2014, and it is expected to grow at a CAGR of 19.0% during 2015-2020. Among the various types, the hair removal devices segment dominated the U.S. market in 2014; whereas, among the various applications, the salon segment accounted for the highest share of the market during the same year. The Beauty devices market is growing with high growth rate in the U.S., due to the increased awareness about potential applications of beauty devices in the country, growing geriatric population, and increased spending on personal care attributed to increase in disposable income. Also, the increase in prevalence of skin diseases as a result of harmful UV radiations also necessitates the usage of beauty devices, thus boosting the growth of the market.

The growing geriatric population in the U.S. is propelling the growth of the beauty devices market in the country. With aging, skin loses its elasticity as a result of less collagen build up. In addition, aging also leads to loss of fibrous tissue and reduction in glandular and vascular network within the skin layers. This leads to sagging of skin, dryness, wrinkles, and also pigmentary alterations. The usage of anti-aging products beauty devices promotes flow of blood in the skin cells, allowing building up of collagen and promotes the growth of new skin cells. These devices helps in reducing aging and signs of aging, such as fine lines and wrinkles, tightens and revitalizes the skin to have a younger looking skin.

The prevalence of Skin diseases, such as acne, psoriasis, and atopic dermatitis is increasing in the U.S., due to pollution and exposure to harmful UV radiation. Acne is the most common dermatological condition that is caused by clogging of hair follicles by sebum, dirt, and dead skin cells. Acne affects majority of the world’s population and leads to scaring. According to the American Academy of Dermatology, approximately 85% Americans suffer from acne at some phase in their lives. In order to treat skin diseases and overcome the harmful effects of ultraviolet radiation, beauty devices are used, which is fuelling the growth of the U.S. Beauty devices market.

The restraints associated with the U.S. beauty devices market include the side effects associated with the usage of photo-rejuvenation devices, including discomfort, excessive swelling, fragile skin, bruising, and blistering. These side effects postpone the further treatment of the affected area, until complete healing takes place. Also, the intense pulsed light can lead to side effects, such as superficial burns, scarring, edema, and postoperative erythema. Furthermore, the availability of easy-to-use and comparatively cheaper beauty products is hampering the growth of the beauty devices market in the U.S.

The key companies operating in the U.S. beauty devices market include L’Oréal Group, Procter & Gamble Company, Nu Skin Enterprises Inc., Panasonic Corporation, Home Skinovations Ltd., PhotoMedex Inc., Carol Cole Company, Syneron Medical Ltd., TRIA Beauty Inc., and Koninklijke Philips N.V.
3. Market Outlook
3.1 Introduction
3.2 Market Overview
3.3 Trends in The Market
3.3.1 Introduction of Innovative Products
3.3.2 Increasing Inclination of Consumers Towards Easy To Use At-Home Beauty Devices
3.4 Factors Driving The Market and its Impact on Market Forecast
3.4.1 Increasing Geriatric Population
3.4.2 Increasing Prevalence of Skin Diseases and Hair Loss
3.4.3 Increase in Spending on Personal Care Attributed To Awareness About Beauty Devices
3.4.4 Impact Analysis of Drivers on Market Forecast
3.5 Factors Hindering The Market and its Impact on Market Forecast
3.5.1 Complications Associated With The Usage of Beauty Devices
3.5.2 Availability of Easy To Use and Comparatively Cheaper Beauty Products in The Country
3.5.3 Impact Analysis of Restraints on Market Forecast

4. The U.S. Beauty Devices Market, by Type of Device
4.1 Hair Removal Devices Market
4.2 Cleansing Devices Market
4.3 Acne Devices Market
4.4 Light/Led Therapy and Photorejuvenation Devices Market
4.5 Oxygen and Steamer Devices Market
4.6 Hair Growth Devices Market
4.7 Skin Dermal Rollers Market
4.8 Cellulite Reduction Devices Market

5. The U.S. Beauty Devices Market, by Application
5.1 Beauty Devices Market in Salon
5.2 Beauty Devices Market in Spa
5.3 Beauty Devices Market at Home

6. Competitive Analysis
6.1 Porter's Five Forces of Competitive Position Analysis
6.1.1 Bargaining Power of Buyers
6.1.2 Bargaining Power of Suppliers
6.1.3 Threat of New Entrants
6.1.4 Intensity of Rivalry
6.1.5 Threat of Substitutes
6.2 Competitive Positioning of Key Players in The Beauty Devices Market

7. Company Profiles
7.1 Key Company Profiles
7.1.1 L’Oréal Group
7.1.1.1 Business Overview
7.1.1.2 Products and Services
7.1.2 Nu Skin Enterprises, Inc.
7.1.2.1 Business Overview
7.1.2.2 Products and Services
7.1.3 Panasonic Corporation
7.1.3.1 Business Overview
7.1.3.2 Products and Services
7.1.4 Home Skinovations, Ltd.
7.1.4.1 Business Overview
7.1.4.2 Products and Services
7.1.5 Photomedex, Inc.
7.1.5.1 Business Overview
7.1.5.2 Products and Services
7.1.6 Carol Cole Company
7.1.6.1 Business Overview
7.1.6.2 Products and Services
7.1.7 Procter & Gamble Company
7.1.7.1 Business Overview
7.1.7.2 Products and Services
7.1.8 Syneron Medical, Ltd.
7.1.8.1 Business Overview
7.1.8.2 Products and Services
7.1.9 Tria Beauty, Inc.
7.1.9.1 Business Overview
7.1.9.2 Products and Services
7.1.10 Koninklijke Philips N.V.
7.1.10.1 Business Overview
7.1.10.2 Products and Services

7.2 Strategic Developments in The Beauty Devices Market
7.2.1 Mergers & Acquisitions
7.2.2 Partnerships/ Collaborations
7.2.3 Product Launches

8. Appendix
8.1 List of Abbreviations

List of Tables
Table 1 Specific Primary and Secondary Sources Used for this Publication
Table 2 The U.S. Beauty Devices Market Snapshot
Table 3 North America Beauty Devices Market Breakdown by Country, $M (2011 - 2014)
Table 4 North America Beauty Devices Market Breakdown by Country, $M (2015 - 2020)
Table 5 Product Launches in Beauty Devices Market
Table 6 Drivers for The Market: Impact Analysis
Table 7 Restraints for The Market: Impact Analysis
Table 8 The U.S. Beauty Devices Market Breakdown by Type of Device, $M (2011 - 2014)
Table 9 The U.S. Beauty Devices Market Breakdown by Type of Device, $M (2015 - 2020)
Table 10 U.S. Beauty Devices Market Breakdown by Application, $M (2011 - 2014)
Table 11 U.S. Beauty Devices Market Breakdown by Application, $M (2015 - 2020)
Table 12 The U.S. Beauty Devices Market in Salon, by Type of Device, $M (2011 - 2014)
Table 13 The U.S. Beauty Devices Market in Salon, by Type of Device, $M (2015 - 2020)
Table 14 The U.S. Beauty Devices Market in Spa, by Type of Device, $M (2011 - 2014)
Table 15 The U.S. Beauty Devices Market in Spa, by Type of Device, $M (2015 - 2020)
Table 16 The U.S. Beauty Devices Market at Home, by Type of Device, $M (2011 - 2014)
Table 17 The U.S. Beauty Devices Market at Home, by Type of Device, $M (2015 - 2020)
Table 18 L’oréal Group - Key Facts
Table 19 Nu Skin Enterprises, Inc.- Key Facts
Table 20 Panasonic Corporation - Key Facts
Table 21 Home Skinovations, Ltd. - Key Facts
Table 22 Photomedex, Inc.- Key Facts
Table 23 Carol Cole Company - Key Facts
Table 24 Procter & Gamble Company - Key Facts
Table 25 Syneron Medical, Ltd. - Key Facts
Table 26 Tria Beauty, Inc.- Key Facts
Table 27 Koninklijke Philips N.V.- Key Facts

List of Figures
Fig 1 Research Scope for The U.S. Beauty Devices Market
Fig 2 Research Methodology for The U.S. Beauty Devices Market
Fig 3 North America Beauty Devices Market Size by Country, $M (2011-2020)
Fig 4 Aging Population (Aged 85 Years and Above) As A Percentage of Total Population in The U.S. (2012 - 2040)
Fig 5 The U.S. Beauty Devices Market Size by Type of Device, $M (2011-2020)
Fig 6 The U.S. Hair Removal Devices Market Size, $M (2011-2020)
Fig 7 The U.S. Cleansing Devices Market Size, $M (2011-2020)
Fig 8 The U.S. Acne Devices Market Size, $M (2011-2020)
Fig 9 The U.S. Light/Led Therapy and Photorejuvenation Devices Market Size, $M (2011-2020)
Fig 10 The U.S. Oxygen and Steamer Devices Market Size, $M (2011-2020)
Fig 11 The U.S. Hair Growth Devices Market Size, $M (2011-2020)
Fig 12 The U.S. Skin Dermal Rollers Market Size, $M (2011-2020)
Fig 13 The U.S. Cellulite Reduction Devices Market Size, $M (2011-2020)
Fig 14 U.S. Beauty Devices Market Size by Application, $M (2011-2020)
Fig 15 The U.S. Beauty Devices Market in Salon, by Type of Device, $M (2011-2020)
Fig 16 The U.S. Beauty Devices Market in Spa, by Type of Device, $M (2011-2020)
Fig 17 The U.S. Beauty Devices Market at Home, by Type of Device, $M (2011-2020)
Fig 18 Porter's Five Forces of Competitive Position Analysis
Fig 19 Competitive Positioning of Key Players in The U.S. Beauty Devices Market, in Terms of Product Offerings

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