Global Beauty Devices Market Size, Share, Development, Growth and Demand Forecast to 2022

Description: The global beauty devices market accounted for $23,403.9 million during 2015, and it is expected to grow with a CAGR of 19.0% during 2016-2022. The hair removal devices segment dominated the market during 2015, with about 21.7% share. Among the various application segments, the salon accounted for the highest share of about 55.6% during the same year. The market for beauty devices is escalating with high growth rate due to growing geriatric population and increasing prevalence of skin diseases as a result of harmful UV radiations. Increase in disposable income in developing countries has also lead to an increased spending on personal care products.

The increasing prevalence of skin diseases is one of the key drivers, fuelling the growth of the global beauty devices market. Acne, psoriasis, and atopic dermatitis are some common skin diseases. 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 population and leads to scarring. According to the American Academy of Dermatology, approximately 85% Americans suffer from acne at some phase in their lives. To treat skin diseases and overcome the harmful effects of ultraviolet radiation, beauty devices are being used, which is fuelling the demand of these devices globally.

The increase in number of aging population acts as a growth driver for the global beauty devices market, as old age is associated with loss of fibrous tissue, and reduced vascular and glandular network in the layers of skin. In elderly population, the appearance and characteristics of the skin gets altered, leading to wrinkles, dryness, pigmentary alteration, and sagging of the skin. The anti-aging products and devices help in reducing skin aging, thus giving younger look to a person by revitalizing and tightening the skin; hence fuelling the demand of the global beauty devices. In addition, the inclination of customers towards easy to operate at home beauty devices further propels the growth of the market.

The restraints associated with the global beauty devices market include risks associated with usage of these devices, including discomfort, excessive swelling, fragile skin, bruising, and blistering. Such side effects postpone 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. The availability of easy-to-use topical beauty products such as hair removal creams, cleansing gels and scrubs is further hampering the growth of the beauty devices market.

Some of the key companies operating in the global 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.
3.3 Factors Driving the Market and its Impact on Market Forecast
3.3.1 Increasing geriatric population
3.3.2 Increasing prevalence of skin diseases and harmful effects of ultra violet radiation
3.3.3 Increase in disposable income leading to increase in spending on personal care
3.3.4 Impact analysis of drivers on market forecast
3.4 Factors Hindering the Market and its Impact on Market Forecast
3.4.1 Risks associated with beauty devices
3.4.2 Availability of user friendly beauty products
3.4.3 High cost of beauty devices
3.4.4 Impact analysis of restraints on market forecast

4.1 Global Beauty Devices Market, by Type of Device
4.2 Global Beauty Devices Market, by Application
4.3 Global Beauty Devices Market, by Region

5. Global Beauty Devices Market, by Type of Device
5.1 Hair Removal Devices Market
5.2 Cleansing Devices Market
5.3 Acne Devices Market
5.4 Light/LED Therapy and Photorejuvenation (LT&P) Devices Market
5.5 Oxygen & Steamer Devices Market
5.6 Hair Growth Devices Market
5.7 Skin Dermal Rollers Market
5.8 Cellulite Reduction Devices Market

6.1 Beauty Devices Market in Salon
6.2 Beauty Devices Market in Spa
6.3 Beauty Devices Market At Home

7. Global Beauty Devices Market, by Geography
7.1 North America Beauty Devices Market
7.1.1 North America beauty devices market, by type of device
7.1.2 North America beauty devices market, by application
7.1.3 North America beauty devices market, by country
7.1.3.1 U.S. beauty devices market
7.1.3.2 Canada beauty devices market
7.2 Europe Beauty Devices Market
7.2.1 Europe beauty devices market, by type of device
7.2.2 Europe beauty devices market, by application
7.2.3 Europe beauty devices market, by country
7.2.3.1 Germany beauty devices market
7.2.3.2 France beauty devices market
7.2.3.3 Italy beauty devices market
7.2.3.4 Spain beauty devices market
7.2.3.5 U.K. beauty devices market
7.3 Asia Beauty Devices Market
7.3.1 Asia beauty devices market, by type of device
7.3.2 Asia beauty devices market, by application
7.3.3 Asia beauty devices market, by country
7.3.3.1 Japan beauty devices market
7.3.3.2 China beauty devices market
7.3.3.3 India beauty devices market
7.4 Latin America Beauty Devices Market
7.4.1 Latin America beauty devices market, by type of device
7.4.2 Latin America beauty devices market, by application
7.4.3 Latin America beauty devices market, by country
7.4.3.1 Brazil beauty devices market
7.5 Rest of the World (RoW) Beauty Devices Market
7.5.1 RoW beauty devices market, by type of device
7.5.2 RoW beauty devices market, by application
8. Competitive Analysis
8.1 Porter's Five Forces of Competitive Position Analysis
8.1.1 Bargaining power of buyers
8.1.2 Bargaining power of suppliers
8.1.3 Threat of new entrants
8.1.4 Intensity of rivalry
8.1.5 Threat of substitutes
8.2 Competitive Positioning of Key Players in the Global Beauty Devices Market

9. Company Profiles and Strategic Developments
9.1 Key Company Profiles
9.1.1 L’Oreal Group
9.1.1.1 Business overview
9.1.1.2 Products and services
9.1.2 Nu Skin Enterprises, Inc.
9.1.2.1 Business overview
9.1.2.2 Products and services
9.1.3 Panasonic Corporation
9.1.3.1 Business overview
9.1.3.2 Products and services
9.1.4 Home Skinovations, Ltd.
9.1.4.1 Business overview
9.1.4.2 Products and services
9.1.5 PhotoMedex, Inc.
9.1.5.1 Business overview
9.1.5.2 Products and services
9.1.6 Carol Cole Company
9.1.6.1 Business overview
9.1.6.2 Products and services
9.1.7 Procter & Gamble Company
9.1.7.1 Business overview
9.1.7.2 Products and Services
9.1.8 Syneron Medical, Ltd.
9.1.8.1 Business overview
9.1.8.2 Products and services
9.1.9 TRIA Beauty, Inc.
9.1.9.1 Business overview
9.1.9.2 Products and services
9.1.10 Koninklijke Philips N.V.
9.1.10.1 Business overview
9.1.10.2 Products and services
9.2 Strategic Developments in the Beauty Devices Market
9.2.1 Merger & acquisition
9.2.2 Partnership/ Collaboration
9.2.3 Product launch and approval

10. Appendix
10.1 List of Abbreviations

LIST OF TABLES
TABLE 1 SPECIFIC PRIMARY AND SECONDARY SOURCES USED FOR THIS PUBLICATION
TABLE 2 GLOBAL BEAUTY DEVICES MARKET SNAPSHOT
TABLE 3 PRODUCT LAUNCHES IN BEAUTY DEVICES MARKET
TABLE 4 DRIVERS FOR THE MARKET: IMPACT ANALYSIS
TABLE 5 RESTRAINTS FOR THE MARKET: IMPACT ANALYSIS
TABLE 6 GLOBAL BEAUTY DEVICES MARKET, BY TYPE OF DEVICE, $M (2012 - 2015)
TABLE 7 GLOBAL BEAUTY DEVICES MARKET, BY TYPE OF DEVICE, $M (2016 – 2022)
TABLE 8 GLOBAL BEAUTY DEVICES MARKET, BY APPLICATION, $M (2012 - 2015)
TABLE 9 GLOBAL BEAUTY DEVICES MARKET, BY APPLICATION, $M (2016 – 2022)
TABLE 10 GLOBAL BEAUTY DEVICES MARKET, BY REGION, $M (2012 – 2015)
TABLE 11 GLOBAL BEAUTY DEVICES MARKET, BY REGION, $M (2016 – 2022)
TABLE 12 GLOBAL HAIR REMOVAL DEVICES MARKET, BY REGION, $M (2012 – 2015)
TABLE 13 GLOBAL HAIR REMOVAL DEVICES MARKET, BY REGION, $M (2016 – 2022)
TABLE 14 GLOBAL CLEANSING DEVICES MARKET, BY REGION, $M (2012 – 2015)
TABLE 15 GLOBAL CLEANSING DEVICES MARKET, BY REGION, $M (2016 – 2022)
TABLE 16 GLOBAL ACNE DEVICES MARKET, BY REGION, $M (2012 – 2015)
TABLE 17 GLOBAL ACNE DEVICES MARKET, BY REGION, $M (2016 – 2022)
TABLE 18 GLOBAL LIGHT/LED THERAPY AND PHOTOREJUVENATION DEVICES MARKET, BY REGION, $M (2012 – 2015)
TABLE 19 GLOBAL LIGHT/LED THERAPY AND PHOTOREJUVENATION DEVICES MARKET, BY REGION, $M (2016 – 2022)
TABLE 20 GLOBAL OXYGEN & STEAMER DEVICES MARKET, BY REGION, $M (2012 – 2015)
TABLE 21 GLOBAL OXYGEN & STEAMER DEVICES MARKET, BY REGION, $M (2016 – 2022)
TABLE 22 GLOBAL HAIR GROWTH DEVICES MARKET, BY REGION, $M (2012 – 2015)
TABLE 23 GLOBAL HAIR GROWTH DEVICES MARKET, BY REGION, $M (2016 – 2022)
TABLE 24 GLOBAL SKIN DERMAL ROLLER MARKET, BY REGION, $M (2012 – 2015)
TABLE 25 GLOBAL SKIN DERMAL ROLLER MARKET, BY REGION, $M (2016 – 2022)
TABLE 26 GLOBAL CELLULITE REDUCTION DEVICES MARKET, BY REGION, $M (2012 – 2015)
TABLE 27 GLOBAL CELLULITE REDUCTION DEVICES MARKET, BY REGION, $M (2016 – 2022)
TABLE 28 GLOBAL SALON BEAUTY DEVICES MARKET, BY REGION, $M (2012 – 2015)
TABLE 29 GLOBAL SALON BEAUTY DEVICES MARKET, BY REGION, $M (2016 – 2022)
TABLE 30 GLOBAL SPA BEAUTY DEVICES MARKET, BY REGION, $M (2012 – 2015)
TABLE 31 GLOBAL SPA BEAUTY DEVICES MARKET, BY REGION, $M (2016 – 2022)
TABLE 32 GLOBAL AT HOME BEAUTY DEVICES MARKET, BY REGION, $M (2012 – 2015)
TABLE 33 GLOBAL AT HOME BEAUTY DEVICES MARKET, BY REGION, $M (2016 – 2022)
TABLE 34 NORTH AMERICA BEAUTY DEVICES MARKET, BY TYPE OF DEVICE, $M (2012 - 2015)
TABLE 35 NORTH AMERICA BEAUTY DEVICES MARKET, BY TYPE OF DEVICE, $M (2016 – 2022)
TABLE 36 NORTH AMERICA BEAUTY DEVICES MARKET, BY APPLICATION, $M (2012 - 2015)
TABLE 37 NORTH AMERICA BEAUTY DEVICES MARKET, BY APPLICATION, $M (2016 – 2022)
TABLE 38 NORTH AMERICA BEAUTY DEVICES MARKET, BY COUNTRY, $M (2012 – 2015)
TABLE 39 NORTH AMERICA BEAUTY DEVICES MARKET, BY COUNTRY, $M (2016 – 2022)
TABLE 40 U.S. BEAUTY DEVICES MARKET, BY APPLICATION, $M (2012 - 2015)
TABLE 41 U.S. BEAUTY DEVICES MARKET, BY APPLICATION, $M (2016 – 2022)
TABLE 42 CANADA BEAUTY DEVICES MARKET, BY APPLICATION, $M (2012 - 2015)
TABLE 43 CANADA BEAUTY DEVICES MARKET, BY APPLICATION, $M (2016 – 2022)
TABLE 44 EUROPE BEAUTY DEVICES MARKET, BY TYPE OF DEVICE, $M (2012 - 2015)
TABLE 45 EUROPE BEAUTY DEVICES MARKET, BY TYPE OF DEVICE, $M (2016 – 2022)
TABLE 46 EUROPE BEAUTY DEVICES MARKET, BY APPLICATION, $M (2012 - 2015)
TABLE 47 EUROPE BEAUTY DEVICES MARKET, BY APPLICATION, $M (2016 – 2022)
TABLE 48 EUROPE BEAUTY DEVICES MARKET, BY COUNTRY, $M (2012 – 2015)
TABLE 49 EUROPE BEAUTY DEVICES MARKET, BY COUNTRY, $M (2016 – 2022)
TABLE 50 GERMANY BEAUTY DEVICES MARKET, BY APPLICATION, $M (2012 - 2015)
TABLE 51 GERMANY BEAUTY DEVICES MARKET, BY APPLICATION, $M (2016 – 2022)
TABLE 52 FRANCE BEAUTY DEVICES MARKET, BY APPLICATION, $M (2012 - 2015)
TABLE 53 FRANCE BEAUTY DEVICES MARKET, BY APPLICATION, $M (2016 – 2022)
TABLE 54 ITALY BEAUTY DEVICES MARKET, BY APPLICATION, $M (2012 - 2015)
TABLE 55 ITALY BEAUTY DEVICES MARKET, BY APPLICATION, $M (2016 – 2022)
TABLE 56 SPAIN BEAUTY DEVICES MARKET, BY APPLICATION, $M (2012 - 2015)
TABLE 57 SPAIN BEAUTY DEVICES MARKET, BY APPLICATION, $M (2016 – 2022)
TABLE 58 U.K. BEAUTY DEVICES MARKET, BY APPLICATION, $M (2012 - 2015)
TABLE 59 U.K. BEAUTY DEVICES MARKET, BY APPLICATION, $M (2016 – 2022)
TABLE 60 ASIA BEAUTY DEVICES MARKET, BY TYPE OF DEVICE, $M (2012 - 2015)
TABLE 61 ASIA BEAUTY DEVICES MARKET, BY TYPE OF DEVICE, $M (2016 – 2022)
TABLE 62 ASIA BEAUTY DEVICES MARKET, BY APPLICATION, $M (2012 - 2015)
TABLE 63 ASIA BEAUTY DEVICES MARKET, BY APPLICATION, $M (2016 – 2022)
TABLE 64 ASIA BEAUTY DEVICES MARKET, BY COUNTRY, $M (2012 – 2015)
TABLE 65 ASIA BEAUTY DEVICES MARKET, BY COUNTRY, $M (2016 – 2022)
TABLE 66 JAPAN BEAUTY DEVICES MARKET, BY APPLICATION, $M (2012 - 2015)
TABLE 67 JAPAN BEAUTY DEVICES MARKET, BY APPLICATION, $M (2016 – 2022)
TABLE 68 CHINA BEAUTY DEVICES MARKET, BY APPLICATION, $M (2012 - 2015)
TABLE 69 CHINA BEAUTY DEVICES MARKET, BY APPLICATION, $M (2016 – 2022)
TABLE 70 INDIA BEAUTY DEVICES MARKET, BY APPLICATION, $M (2012 - 2015)
TABLE 71 INDIA BEAUTY DEVICES MARKET, BY APPLICATION, $M (2016 – 2022)
TABLE 72 LATIN AMERICA BEAUTY DEVICES MARKET, BY TYPE OF DEVICE, $M (2012 - 2015)
TABLE 73 LATIN AMERICA BEAUTY DEVICES MARKET, BY TYPE OF DEVICE, $M (2016 – 2022)
TABLE 74 LATIN AMERICA BEAUTY DEVICES MARKET, BY APPLICATION, $M (2012 - 2015)
TABLE 75 LATIN AMERICA BEAUTY DEVICES MARKET, BY APPLICATION, $M (2016 – 2022)
TABLE 76 LATIN AMERICA BEAUTY DEVICES MARKET, BY COUNTRY, $M (2012 – 2015)
TABLE 77 LATIN AMERICA BEAUTY DEVICES MARKET, BY COUNTRY, $M (2016 – 2022)
TABLE 78 BRAZIL BEAUTY DEVICES MARKET, BY APPLICATION, $M (2012 - 2015)
TABLE 79 BRAZIL BEAUTY DEVICES MARKET, BY APPLICATION, $M (2016 – 2022)
TABLE 80 ROW BEAUTY DEVICES MARKET, BY TYPE OF DEVICE, $M (2012 - 2015)
TABLE 81 ROW BEAUTY DEVICES MARKET, BY TYPE OF DEVICE, $M (2016 – 2022)
TABLE 82 ROW BEAUTY DEVICES MARKET, BY APPLICATION, $M (2012 - 2015)
TABLE 83 ROW BEAUTY DEVICES MARKET, BY APPLICATION, $M (2016 – 2022)
TABLE 84 L’ORÉAL GROUP – KEY FACTS
TABLE 85 NU SKIN ENTERPRISES, INC.- KEY FACTS
TABLE 86 PANASONIC CORPORATION – KEY FACTS
TABLE 87 HOME SKINOVATIONS, LTD. – KEY FACTS
TABLE 88 PHOTOMEDEX, INC.– KEY FACTS
TABLE 89 CAROL COLE COMPANY – KEY FACTS
TABLE 90 PROCTER & GAMBLE COMPANY – KEY FACTS
TABLE 91 SYNERON MEDICAL, LTD. – KEY FACTS
TABLE 92 TRIA BEAUTY, INC.– KEY FACTS
TABLE 93 KONINKLIJKE PHILIPS N.V.– KEY FACTS

LIST OF FIGURES

FIG 1 RESEARCH SCOPE FOR GLOBAL BEAUTY DEVICES MARKET
FIG 2 RESEARCH METHODOLOGY FOR GLOBAL BEAUTY DEVICES MARKET
FIG 3 AGING POPULATION AS % OF TOTAL POPULATION, IN MAJOR REGIONS (2000 – 2050)
FIG 4 GLOBAL BEAUTY DEVICES MARKET, $M (2012 – 2022)
FIG 5 GLOBAL BEAUTY DEVICES MARKET, BY TYPE OF DEVICE, $M (2012-2022)
FIG 6 GLOBAL BEAUTY DEVICES MARKET SHARE, BY TYPE OF DEVICE (2015)
FIG 7 GLOBAL BEAUTY DEVICES MARKET, BY APPLICATION, $M (2012 – 2022)
FIG 8 GLOBAL BEAUTY DEVICES MARKET SHARE, BY APPLICATION (2015)
FIG 9 GLOBAL BEAUTY DEVICES MARKET, BY REGION, $M (2012 – 2022)
FIG 10 GLOBAL BEAUTY DEVICES MARKET SHARE, BY REGION (2015)
FIG 11 TYPES OF BEAUTY DEVICES
FIG 12 GLOBAL HAIR REMOVAL DEVICES MARKET, BY REGION, $M (2012 – 2022)
FIG 13 GLOBAL HAIR REMOVAL DEVICES MARKET SHARE, BY REGION (2015)
FIG 14 GLOBAL CLEANSING DEVICES MARKET, BY REGION, $M (2012 – 2022)
FIG 15 GLOBAL CLEANSING DEVICES MARKET SHARE, BY REGION (2015)
FIG 16 GLOBAL ACNE DEVICES MARKET, BY REGION, $M (2012 – 2022)
FIG 17 GLOBAL ACNE DEVICES MARKET SHARE, BY REGION (2015)
FIG 18 GLOBAL LIGHT/LED THERAPY AND PHOTOREJUVENATION DEVICES MARKET, BY REGION, $M (2012 – 2022)
FIG 19 GLOBAL LIGHT/LED THERAPY AND PHOTOREJUVENATION DEVICES MARKET SHARE, BY REGION (2015)
FIG 20 GLOBAL OXYGEN & STEAMER DEVICES MARKET, BY REGION, $M (2012 – 2022)
FIG 21 GLOBAL OXYGEN & STEAMER DEVICES MARKET SHARE, BY REGION (2015)
FIG 22 GLOBAL HAIR GROWTH DEVICES MARKET, BY REGION, $M (2012 – 2022)
FIG 23 GLOBAL HAIR GROWTH DEVICES MARKET SHARE, BY REGION (2015)
FIG 24 GLOBAL SKIN DERMAL ROLLER MARKET, BY REGION, $M (2012 – 2022)
FIG 25 GLOBAL SKIN DERMAL ROLLER MARKET SHARE, BY REGION (2015)
FIG 26 GLOBAL CELLULITE REDUCTION DEVICES MARKET, BY REGION, $M (2012 – 2022)
FIG 27 GLOBAL CELLULITE REDUCTION DEVICES MARKET SHARE, BY REGION (2015)
FIG 28 APPLICATION AREAS OF BEAUTY DEVICES
FIG 29 GLOBAL SALON BEAUTY DEVICES MARKET, BY REGION, $M (2012 – 2022)
FIG 30 GLOBAL SALON BEAUTY DEVICES MARKET SHARE, BY REGION (2015)
FIG 31 GLOBAL SPA BEAUTY DEVICES MARKET, BY REGION, $M (2012 – 2022)
FIG 32 GLOBAL SPA BEAUTY DEVICES MARKET SHARE, BY REGION (2015)
FIG 33 GLOBAL AT HOME BEAUTY DEVICES MARKET, BY REGION, $M (2012 – 2022)
FIG 34 GLOBAL AT HOME BEAUTY DEVICES MARKET SHARE, BY REGION (2015)
FIG 35 BEAUTY DEVICES MARKET IN MAJOR COUNTRIES WORLDWIDE (2022)
FIG 36 NORTH AMERICA BEAUTY DEVICES MARKET SHARE, BY TYPE OF DEVICE (2015)
FIG 37 NORTH AMERICA BEAUTY DEVICES MARKET SHARE, BY APPLICATION (2015)
FIG 38 NORTH AMERICA BEAUTY DEVICES MARKET SHARE, BY COUNTRY (2015)
FIG 39 U.S. BEAUTY DEVICES MARKET SHARE, BY APPLICATION (2015)
FIG 40 CANADA BEAUTY DEVICES MARKET SHARE, BY APPLICATION (2015)
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