

Beauty Devices - US - October 2016

Report Price: £2466.89 | \$3995.00 | €3133.71

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"Beauty device sales remain flat due to a struggling hair appliance segment reflecting long purchase cycles, price-driven consumers, and women delaying purchases until their existing item is broken or worn out."

- Margie Nanninga, Beauty & Personal Care Analyst

This report looks at the following areas:

- **Beauty device sales remain flat**
- **Ownership of skincare devices is limited, lapsed usage presents concerns**
- **Brands face challenges in setting hair appliances apart**

Skincare device sales have helped to buoy the overall market, benefiting from the relative newness of the category. Increasing awareness of newer beauty device formats, such as styling wands and niche skincare devices, including laser devices and LED light therapy devices, can further boost sales.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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Hair appliances

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