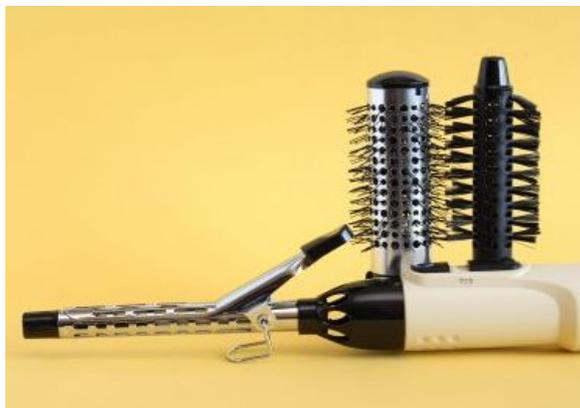


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*"The beauty devices industry has strong growth potential as consumers are motivated by getting professional results at home. However, the industry will face challenges in creating increased interest in and awareness of skincare devices as well as increased usage occasions for haircare appliances."*

– Shannon Romanowski, Beauty & Personal Care Analyst

### In this report we answer the key questions:

- Skincare devices are a relatively new segment in the beauty category and are primarily available at high price points, putting them out of reach for many consumers. What is the skincare devices industry doing to expand its reach in the beauty category?
- The majority of women use hair appliances, but frequency of use is relatively low and purchase cycles are quite long. How can hair appliances become a more integral part of women's haircare routine?
- One barrier to interest/usage of beauty devices is confusion about how to use these products and the benefits of using them. What measures can the industry take to minimize confusion and increase consumer interest and involvement in the category?

The beauty devices market appears to have strong growth potential as consumers are motivated by getting professional results at home that once required a visit to a spa or salon. While some beauty devices can command high price points, consumers may be willing to rationalize the financial commitment as a long-term investment into their beauty care routine, as opposed to the high costs often associated with frequent visits to a spa or dermatologist. In addition, beauty devices are increasing their presence in the mass market, potentially indicating the future of the category.

Skin cleansing devices and the majority of hair appliances have relatively high levels of interest and usage. However, the future of the category will likely be driven by anti-aging skincare devices as well as high-tech hair appliances that provide style versatility along with customized features to reduce hair damage and maximize results. The convenience and professional-like results offered by beauty devices combined with increasing product innovation and awareness will likely be the key drivers in growing this category.

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