

## Beauty Devices - UK - October 2014

Report Price: £1750.00 | \$2834.04 | €2223.04

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"Despite improving financial situations, price remains a barrier in this category coupled with scepticism of results.

As a result, options to try before buying, as well as recommendations, are key levers to drive trial, as well as greater innovation in personalised beauty devices."

— Roshida Khanom, Senior Personal Care Analyst

### This report looks at the following areas:

- Combatting the expense of beauty devices
- Personalisation offers opportunities
- Skincare products can complement beauty devices
- The issue of space

Since the early 2000's, beauty devices have migrated from being exclusively available for use in doctor's surgeries and beauty salons to domestic use by consumers themselves. However, although the category is dynamic, with new launches and ever-changing technology, there remain barriers to purchase and usage.

Expense is the biggest barrier, with half of those who have not purchased a beauty device in the last two years listing this as the reason. As a result, special offers and trial periods are appealing to consumers. There is also a degree of scepticism associated with the category; 25% of women who have not purchased a beauty device cite distrust with product performance as a reason to avoid buying such products. This suggests that brands can do more to convey the benefits of using beauty devices, as well as offering different options for payment.

Within this report we investigate the usage of beauty devices, interest amongst non-users, as well as purchase of beauty devices and barriers to purchase. The report also investigates factors which have encouraged beauty device users to use them, as well as factors that may encourage trial amongst non-users.

The scope of this report does not cover the size of the market, channels to market, market forecast or market share data.

### Definitions

This report concentrates on consumer usage and purchasing of beauty devices, defined as electronic equipment designed for the purpose of beauty enhancement, which can be purchased and used at home. As beauty devices are primarily aimed at women, this report will be focused on women's usage and attitudes towards beauty devices.

### Products covered in this report

The following skincare devices are included in the scope of this report.

- Facial cleansing/exfoliating/microdermabrasion devices
- Laser hair removal devices
- Epilators
- Anti-ageing LED light devices
- Acne treatment devices (eg with laser or heating properties)
- Massagers/infusion systems

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- Diagnostic tools
- Teeth whitening devices

### Excluded

Haircare devices have been excluded from this report. These include:

- Hair dryers
- Curling irons
- Straightening/flat irons
- Hot rollers

Sales data, market forecast and market share data are not included in this report and are not within the scope of the report.

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Marketing and advertising

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