

## Beauty Devices - US - March 2015

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

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"There is disparity in the beauty devices market, with sales of skincare devices gaining momentum, while growth in the hair appliance market is stagnant. The promise of professional results at home is helping to drive sales of skincare devices."  
- Shannon Romanowski, Senior Beauty & Personal Care Analyst

### This report looks at the following areas:

- Prices of skincare devices remain out of reach
- Hair appliance sales are stagnant
- Replacement is primary reason for beauty device purchase

### Definition

This Report covers the US market for beauty devices and is defined as follows:

- Skincare devices such as cleansing brushes, exfoliation systems, LED/laser treatments, hair removal devices, and massagers/infusion systems.

- Haircare appliances such as blow dryers, flat irons, curling irons, and hot rollers.

This Report does not include retail channel data or brand-level sales data for skincare device companies. Hair accessories are also excluded; these will be covered in *Beauty Accessories – US, September 2015*.

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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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