

## Beauty Devices and Appliances - UK - November 2016

Report Price: £1995.00 | \$3230.80 | €2534.27

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“The beauty devices and hair appliances sector is expected to rise in value in 2016 driven by NPD; however expense remains a barrier, particularly for beauty devices. Those interested in buying beauty devices also cited a lack of research as a reason for not buying. In the hair appliance sector, changes in styling trends as well as damage concern are impacting usage frequency.”

– **Roshida Khanom, Senior Personal Care Analyst**

This report looks at the following areas:

- Opportunities for education in the beauty device sector
- Saving time and money are key motivators
- Damage concern and changing styles are driving hair appliance usage

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 and appliances are primarily aimed at women, this report will be focused on women's usage and attitudes towards beauty devices and appliances.

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