

# Beauty Devices - US - October 2019

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## This report looks at the following areas:

- Skincare devices should be results-oriented and time-saving
- Haircare devices should focus on hair health and luxe factors

The beauty device market enjoys broad reach among adult women. In particular, young women, moms and Hispanics emerge as highly engaged beauty device users (see Market Factors). Hair appliances have near total use, while skincare devices are used by roughly two in five women. However, there's significant opportunity for use of skincare devices to grow, with 35% having never tried but are interested in doing so. The good news for skincare device marketers is that once they can elicit trial, retention of those users is strong – only 8% who have used skincare devices would not use again. Encouraging women to increase their repertoire of hair appliances and instigate trial and expansion of skincare devices is a key opportunity.



"Beauty devices find acceptance among most women, with broad use of hair appliances and strong interest in skincare devices. Hair appliances continue to struggle due to long replenishment cycles and preference for natural-looking hair. Skincare devices continue to grow as technology creates opportunity for women to get personalized, salon-quality treatments at home."

**Shannon Romanowski,**  
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Director of Research

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