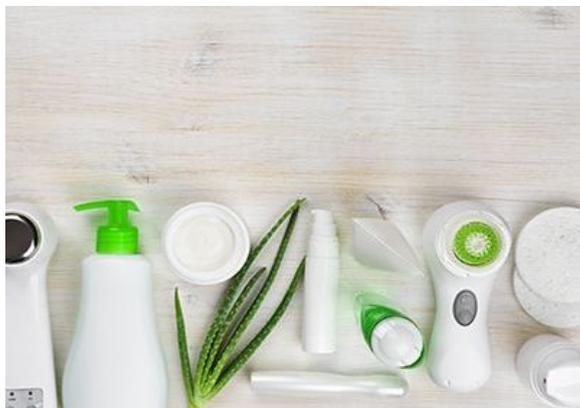


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"Sales of skincare devices are demonstrating solid growth, while sales of hair appliances continue to decline. Innovations that provide promise of professional results at home are driving consumer interest and engagement in skincare devices, while long purchase cycles and a move toward more natural-looking, healthy hair are negatively impacting sales of hair appliances."

- Shannon Romanowski, Director - Reports

This report looks at the following areas:

- Long replenishment cycle and high prices stifle consumer engagement
- Hair appliance devices struggle in saturated market
- Topical beauty products are a competitive threat to beauty devices

For the purposes of this Report, Mintel has used the following definitions:

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

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

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