Market Research

Blackhead Vacuum

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Blackhead Vacuum

What does it do?

This is a beauty tool that vacuums your pores and improves the skin looks. Its mild suction extracts the oil and dead skin out of the pore.

How does it work?

As gentle pressure is applied to the area of the skin, the trapped sebum is pushed out and released from the skin as you slide it across the face. The devices have a safety mechanism to release suction and break connection from the skin without causing much damage to the tissues. Most of these products have heads pop on and off the device that are used for different purposes as well as different suction speeds. The device can be charged via USB cable.

Is this scientifically and medically proven?

According to Vacuum your Pores article by Health University of Utah, the devices are generally safe to use but applying too much suction to the skin can lead to skin bruising and inflammation. They may be effective in clearing mild blockages but if a person has true, deep blackheads, pore vacuums won't do much. The process can be very drying as well so it needs to be followed up with hydrating ingredients. The physical suction is not just pulling blackheads from the skin, but it also removes natural oils, crucial for a healthy skin and pulls blood and other tissues to the surface, causing dilation of the capillaries. Vacuum devices are always better in the hands of a professional dermatologist, who's able to tell which areas need more or less suction and to ensure that the skin isn't damaged, so it is possible to have poor result if you do it yourself. These devices could be most effective if the blocked pores were pre-loosened with products like salicylic or glycolic acid or physical exfoliation like microdermabrasion according to the dermatologist Joshua Zeichner, who is the director of cosmetic and clinical research at Mount Sinai Hospital in New York City. The following video shows the testing of the device by different people: https://www.youtube.com/watch?v=p2UfAXjNZtc

Who is the target audience?

Asia-Pacific is observed to witness the fastest growth in the skincare devices market at a CAGR (Compound Annual Growth Rate) of 13.5% from 2018 to 2024. Increasing disposable income, development of low-cost devices by local players and large consumer base in the region are the leading factors fueling the Asia-Pacific skincare devices market as shown in the VynZ research about the Global Skincare Devices Market. According to Distribution of skin care products market worldwide in 2018 and 2023, by region survey by Statista, Asia Pacific's market share was about 24.1 %, while North America held an 18.5 % share of the total skin care market value worldwide, as the leading regions.

When it comes to the Asian market, South Korea is known for having high beauty standards, which led to the country's ever-evolving beauty market. The famous 10-step skin care routine is a good example for the willingness of the people to spend money on multiple beauty products at the same time. The survey

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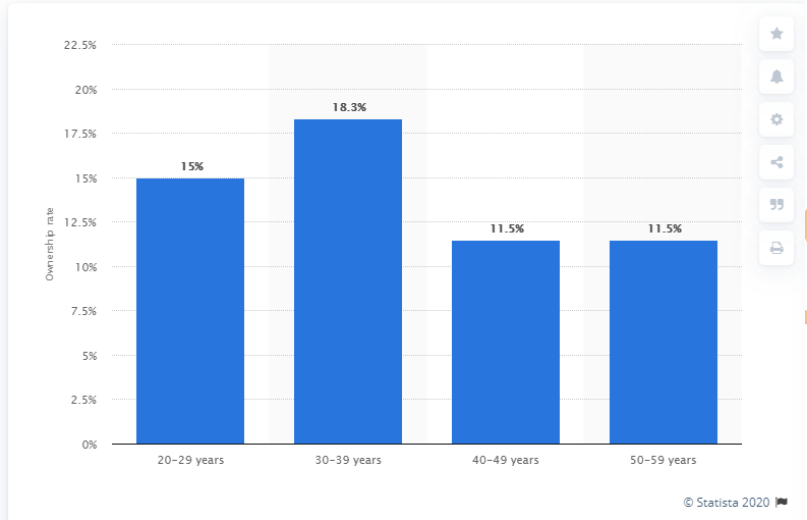
by Statista Ownership rate of electric skin care devices South Korea 2019, by age group shows the ownership rate of electric skin care devices (like LED masks) in South Korea as of June 2019, among the age group of 20-59 years. It indicated that around 18.3% of respondents aged between 30 and 39 owned a skin care device, while 15% of the age group 20-29.



The Beauty Cosmetics and Skincare Imports by Country article from 2020 by World's Top Exports shows that the fastest-growing markets for beauty and skincare products since 2015 were: China (up 331.3%), Singapore (up 126.3%), Thailand (up 76.5%) and Hong Kong (up 74.7%).

When it comes to acne more than 90% of world population is affected by acne at some point in their life, whereas approximately 80% of people are affected between onset of puberty and 30 years of age. Like acne, blackheads are most common during puberty, when the change in hormone levels triggers a spike in sebum production. However, they can appear at any age.

How would you sell it?

As most of the companies that manufacture these products offer online shopping rather than offline, including their increasing presence on the popular ecommerce sites as well, it is advisable to use the online selling method for these devices. Some of the ways of selling these products is through the most popular international ecommerce sites such as: Alibaba, Amazon and E-bay where these types of products are already selling fast. Another way is to sell on industry specific sites such as those for medical and beauty products. As a third option is the selling through your own ecommerce site.

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Biggest competitors in the market?

Company Name	Website	Revenue	Website Traffic	Features	Benefits	Price Range	Reviews
Yiwu Lanmei Electronics Technology Co.,Ltd.	https://www.amazon.com/Blackhead-Remover-Pore-Vacuum-Extractor/dp/B07QKX6X5P	/	/	-5 adjustable suction level -4 Probes to solve different skin problems -USB charging cable - Big circular probe -Small circular probe -Oval probe -Sponge -Silica gel ring	-Adopts high technology and vacuum extraction to help you reduce blackhead , acne, exfoliate dead skin, and treatment for the sagging skin and wrinkle, skin rejuvenation, and control melanin forming, make your skin health	$37.96-$43.99	Amazon reviews show that **69% rated 5 stars**. Most customers consider it effective and easy to use. From the bad reviews most customers are saying that it didn't pull out anything or just a small amount.
Xikeo	https://www.amazon.com/Blackhead-Remover-Vacuum-Pore-Electric-Extractor/dp/B07PLFD2V9/ref=cm_cr_arp_d_product_top?ie=UTF8	/	/	-5 adjustable suction level -4 Probes to solve different skin problems -USB charging cable -2 colors beauty lamps	-Designed for sucking out the black heads from your skin without hurting it -Deeply removes stubborn blackhead, whitehead, acne, dead skin, make-up res - Made of eco-friendly material ABS, non-toxic, non-irritating	$26.99 - $28.99	Amazon reviews show that **63% rated 5 stars**. Most customers say it is effective with the cleaning of pores. The bad reviews indicate that the device did not pull out the blackheads.
Upelix	http://upelix.com/	/	/	-High contrast LED display -Portable and light-weight -Rechargeable - 5 suction levels from 40	-Help to remove dead skin, oil and make-up residue, smooth out wrinkles and	/	Amazon reviews show that **163 people rated 5 stars.** Most people are satisfied with the product and see result on their

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				to 60 KPA to provide the right solution for you -4 replacement suction cups	firm the skin, make it more elastic and smooth.		skin. The bad reviews are mostly about the suction power that is too great for some people and results in bruising**.**
Microderm GLO	https://microdermglo.com/	/	USA-100%	-Microderm GLO MINI Microdermabrasion Machine Premium & Fine Exfoliating Diamond Tips Standard & Fine Blackhead Remover -Suction Tips -Filter Replacement Pack (20) -Cleaning Brush -Charging Base (Dual Voltage: 100-240V) -USB Charging Cable -Portable Carry Pouch -User Guide	-Helps Tighten Skin -Brightens -Improves Skin Tone and Texture -Smoother and Softer Skin Even After 1 Treatment Minimizes Pore Sizes -Safe and Effective for All Skin Types -Fast and Easy 4 Minute Facial Treatments -Cleans Skin	$89.99-$189	**449 people rated 5 stars** on Amazon**.** Most people are satisfied with the product saying that they notice a difference in their skin making it clearer and smoother. The bad reviews are mostly about that the devices worsened their skin.
PMD International	https://pmdbeauty.com/	$9M	USA-53.4% Australia-17.3% Canada-8.3%	-Patented Spinning Disc -Calibrated Vacuum Suction -8 levels of intensity -Classic Face & Body Caps	-It combines Patented Spinning Disc technology skin looking fresh and radiant -Weekly treatments reduce the appearance of fine lines and wrinkles, blemishes and enlarged pores	$159	**266 people rated with 5 stars.** Most customers are satisfied with the product and say that their skin is clearer and smoother. The bad reviews are mostly about not showing results or that the device stopped sucking.

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How to improve the current products available?

The bad reviews about these devices are mostly regarding the suction power which can be too strong and damaging for the skin. Every person's experience is different as their skin type varies. That is why it is important that the product includes different suction power settings and different suction heads made from gentler materials such as silicon for a sensitive skin. It is also advisable to use eco-friendly materials for the whole device so it can be gentler for the skin. The different heads combined with different suction levels have a different purpose, for example oval-hole head can make your skin more elastic and compact perfect for the T zone. Some of these products include the red and blue light to shrink pores and rejuvenate your skin, gathered by the beauty heads, which can be a plus for the customers.

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