

Beauty Camera Apps - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts 2019 - 2029

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Report description:

The global beauty camera apps market was valued at USD 3.73 billion in the current year; it is anticipated to reach a value of USD 7.11 in the next five years, registering a CAGR of 13.78%.

Key Highlights

- The adoption of beauty camera apps is increasing rapidly, owing to the growing trend of following current beauty standards, the increasing use of social media, and the proliferation of smartphones. Technological advancements in smartphones and the increasing penetration of smart devices globally fuel the market's growth.
- Due to such features, the applications have over 300 million users globally; moreover, the app is widespread among makeup enthusiasts and photographers and is largely used by selfie experts. The user can also incorporate endearing stickers into their photos, including characters and accessories such as tiaras, crowns, flowers, hats, and glasses.
- The new-fangled AI beauty algorithm allows users to customize beauty effects based on the user's gender, age, and skin tone, permitting the users to get a spectacular, natural look. Furthermore, its 24MP front camera,
- Additionally, exposure compensation technology and a 4-in-1 light fusion algorithm provide a greater selfie experience in both day and nighttime lighting. The user can use any of the usual phone camera apps to take a picture, then import it to the beauty camera apps to edit and improve the picture.
- These apps contain many functions, including smoothening skin, airbrushing effect, and slimming the face or body in the picture. Most Beauty Cam apps are free to download from the applications stores meant for operating systems, such as the play store for Android.
- Many beauty camera apps are compatible with multiple operating systems and can work on any smart device with a camera. The increased adoption of social media and changing lifestyles push people to be in the public eye through photos and videos. Such factors are driving the demand for these apps in the global market.

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Beauty Camera Apps Market Trends

Increase in the Adoption of Smart Devices is Boosting the Use of Beauty Cam Apps

- The smartphone industry's growth can be attributed to the increasing popularity of several critical operating systems, namely Android and iOS. Google's Android is one of the most popular smartphone operating systems globally. The availability of various features in Android phones boosts Android OS's popularity among consumers.
- Due to the high prevalence of Android, several smartphone manufacturers are adopting it as their operating system. Thus, the increasing demand for and the launch of various Android-based smartphones are expected to drive the growth of the studied market.
- According to Ericsson, the number of smartphone subscriptions worldwide surpasses six billion and is expected to grow by several hundred million in the next few years. China, India, and the United States have the highest number of smartphone users. By 2026, the number of smartphone subscriptions is expected to increase to 7516 million. These countries have a high number of populations that fall under the age of 18 to 30, so the use of social media is high in these countries, which is driving the adoption of beauty camera apps in these regions.
- Also, according to GSMA, in North America, the number of smartphone subscribers is expected to reach 328 million by the year 2025. Moreover, by 2025, the region may witness an increase in the penetration rates of mobile subscribers (86%) and the Internet (80%). Additionally, according to GSMA, by 2025, Europe is estimated to register the highest rate of penetration of the Internet (82%) and smartphones (88%). Such high adoption of smart devices, the growing trend of social media, and the young population is anticipated to boost the adoption of beauty camera apps.
- The proliferation of low-priced smartphones has resulted in high demand in APAC in countries such as India, Vietnam, the Philippines, Sri Lanka, and Pakistan. Spain and Greece in Europe are also registering a surge in the sales of low-priced smartphones. Many Chinese mobile computing device manufacturers, such as OnePlus, Xiaomi, and Oppo, profit significantly by selling low-cost smartphones. These smartphones are integrated with several features usually available in high-end smartphones. As a result, customers in these countries prefer purchasing cellular devices from such brands. With the increasing demand, smartphone manufacturers are increasingly focusing on launching new mobile phones with enhanced features. Thus, the need for smartphone apps, including beauty camera apps, will increase during the forecast period.

Market in Asia Pacific is Anticipated to Grow at a Significant Rate

- Asia-Pacific is the largest market for the beauty camera apps. Especially China, the country is world's third-biggest consumer of plastic surgery, in addition to being an ardent user of beauty filters on photograph and video applications, is bringing self-improvement into the monetary domain.
- Alipay, the famous mobile payment part of a huge fintech company in the country Ant Financial, the company has previously stated that, due to popular request, it would shortly adopt beautifying filters for the app users in China in its facial-recognition payment arrangements at retail places across the country.
- The declaration of the upgradation of the app comes afterward a poll carried out in China held by the tech newscast portal in the country Sina Technology, the poll asked people if scanning their faces while making payments at the portals made them feel ugly.
- Many companies are incorporating artificial tools (Asia-Pacific is the largest market for the beauty camera apps. Especially China, the country is world's third-biggest consumer of plastic surgery in addition to being an ardent user of beauty filters on photograph and video application, is bringing self-improvement into the monetary domain.
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- Many companies are incorporating AI tools in order to attract crowd and keep up with the global adoption of artificial intelligence in various applications, In December 2022, The capability to change a user's selfie pictures into an anime character has suddenly fueled the Meitu app to the highest peak of Japan's download position just over the week, prompting a big leap in the company's shares. AI tools in order to attract crowd and keep up with the global adoption of artificial intelligence in various applications, In December 2022, The capability to change a user's selfie pictures into an anime character has suddenly fueled the Meitu app to the highest peak of Japan's download position just over the week, prompting a big leap in the company's shares.

Beauty Camera Apps Industry Overview

The major competitors in the beauty camera apps market include Avanquest North America Inc., InShot Inc., Lightricks Ltd., Meitu Inc., Perfect Corp., Pixocial Technology Pte. Ltd., SNOW Corp., and TOGL Technology Sdn Bhd.

- In July 2023, For Teams users, Microsoft is introducing a new AI-powered beauty feature designed to 'make people's lives a little easier.' Microsoft announced a new set of 'virtual makeup' filters - similar to the appearance-altering effects seen across social media platforms, like TikTok's Bold Glamour feature - coming to Microsoft Teams, courtesy of the cosmetics giant Maybelline. The Maybelline Beauty app will provide Teams users with 12 unique looks at launch, with options to select from various blurring effects and digital makeup color options. Each look will give a breakdown of the real-world Maybelline products and shades being replicated by the filter so that users can recreate the makeup on their actual faces.

- In December 2022, the newly introduced artificial intelligence (AI)-powered selfie picture art feature made Lensa AI one of the top photo as well as video apps in the Android App Store. The app allows users to add AI-generated features to their pictures in order to enhance them.

Additional Benefits:

- The market estimate (ME) sheet in Excel format
- 3 months of analyst support

Table of Contents:

1 INTRODUCTION

1.1 Study Assumptions and Market Definition

1.2 Scope of the Study

2 RESEARCH METHODOLOGY

3 EXECUTIVE SUMMARY

4 MARKET INSIGHTS

4.1 Market Overview

4.2 Industry Attractiveness - Porter's Five Forces Analysis

4.2.1 Bargaining Power of Buyers

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- 4.2.2 Bargaining Power of Suppliers
- 4.2.3 Threat of New Entrants
- 4.2.4 Threat of Substitutes
- 4.2.5 Intensity of Competitive Rivalry
- 4.3 Assessment of the Impact of COVID-19 on the Market

5 MARKET DYNAMICS

- 5.1 Market Drivers
 - 5.1.1 Growing Trend of Photo Editing and Selfies
 - 5.1.2 Increase in the Adoption of Smart Devices
- 5.2 Market Restrains
 - 5.2.1 Rise in Data Privacy Concerns

6 MARKET SEGEMENTATION

- 6.1 By Operating System
 - 6.1.1 Android
 - 6.1.2 iOS
 - 6.1.3 Other Operating Systems
- 6.2 By Device
 - 6.2.1 Smartphone/ Tablet
 - 6.2.2 PC
- 6.3 By Geography
 - 6.3.1 North America
 - 6.3.2 Europe
 - 6.3.3 Asia Pacific
 - 6.3.4 Latin America
 - 6.3.5 Middle East and Africa

7 COMPETITIVE LANDSCAPE

- 7.1 Company Profiles
 - 7.1.1 Dribbble
 - 7.1.2 You Perfect
 - 7.1.3 B612
 - 7.1.4 Facetune2
 - 7.1.5 Snapchat
 - 7.1.6 Retrica
 - 7.1.7 Insatgram
 - 7.1.8 InShot Inc.

8 INVESTMENT ANALYSIS

9 FUTURE OUTLOOK OF THE MARKET

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