

Global Electric Savers Market Size study, By Product Type (Trimmers / Clippers, Rotary Shavers, Foil Shavers), By Sales Channel (Online and Offline), and Regional Forecasts 2020-2027

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Abstracts

Global Electric Savers Market is valued approximately at USD 13.18 billion in 2019 and is anticipated to grow with a healthy growth rate of more than 5.8% over the forecast period 2020-2027. Easy and convenient usage for a more precise and cleaner shave has triggered the demand for these devices. These products have greater leverage over conventional razors in terms of safety as well as skin-friendliness. Electric shavers offer closer shaving without skin irritation and are more fun and easier to use. The use of electric shaves is also very economical in the long run. Electric shavers are used as men's grooming devices. Shaving is part of the day-to-day routine for many professionals, so electric shavers help them save time and money compared to the conventional shaving process. Growing fashion trends and eager to look better amongst men and women, the use of electric shavers is growing. Various electrical shaver products include razor, razor handles, razor blades, disposable razors, shaving accessories, and other electrical shaver products. Electric razors typically no longer require gel, shaving cream, soap, and water for shaving purposes and help reduce the expenditure in such extra shaving materials. Electric shaver device uses rechargeable cordless batteries that are more convenient to use. Various manufacturers of electric shavers are adopting the strategy of merger and acquisitions in order to gain competitive edge over other players operating in the market. For instance, in July 2019, Panasonic has launched its "best and fastest" electric shavers to the Australian market. The ES-LV6Q and ES-LV9Q features a five-blade cutting system, new five-direction shaver head and optimized shaving sensor to detect beard density. Further, in January 2020, Xiaomi has launched a new product in China – the electric shaver. Called Enchen Blackstone 3. These products launch would further enhance the market growth.

The regional analysis of global Electric Savers Market is considered for the key regions such as Asia Pacific, North America, Europe, Latin America, and Rest of the World. Growing beauty consciousness among women and men is one of the key factors, which lead to drive the electric shaver market in Asia Pacific region. Growing economy, growing disposable income levels and a large population in China and India give a huge demand opportunity for substantial growth in the electricity shaver market in the Asia Pacific region. Various product developments related to style, long life, lower maintenance costs and ease of handling are some of the key issues that further help boost the demand for electric shavers in North America and the European region.

Major market player included in this report are:

Koninklijke Philips N.V

The Procter & Gamble Company (P&G)

Panasonic Corporation

Babyliss Sarl

Braun GmbH

Spectrum Brands, Inc.

Sakar International, Inc.

Helen of Troy Limited

Wahl GmbH

Xiaomi Corp.

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming eight years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within each of the regions and countries involved in the study. Furthermore, the report also caters the detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, the report shall also incorporate available opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Product Type:

Trimmers / Clippers

Rotary Shavers

Foil Shavers

By Sales Channel:

Online

Offline

By Region:

North America

U.S.

Canada
Europe
UK
Germany
France
Spain
Italy
ROE

Asia Pacific
China
India
Japan
Australia
South Korea
RoAPAC
Latin America
Brazil
Mexico
Rest of the World

Furthermore, years considered for the study are as follows:

Historical year – 2017, 2018
Base year – 2019
Forecast period – 2020 to 2027

Target Audience of the Global Electric Savers Market in Market Study:

Key Consulting Companies & Advisors
Large, medium-sized, and small enterprises
Venture capitalists
Value-Added Resellers (VARs)
Third-party knowledge providers
Investment bankers
Investors

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