

Global Personal Care Electrical Appliances Market Size study&Forecast, byProduct Type (Hair Care Appliances, Hair Removal Appliances, Oral Care Appliances, and Other Appliances), by Gender (Male and Female),by Distribution Channel (Supermarkets & Hypermarket, Specialty Stores, Convenience Store, and E-Commerce) and Regional Analysis, 2023-2030

<https://marketpublishers.com/r/G576093EE9BBEN.html>

Date: February 2024

Pages: 200

Price: US\$ 4,950.00 (Single User License)

ID: G576093EE9BBEN

Abstracts

Global Personal Care Electrical Appliances Market is valued at approximately USD 21.6 billion in 2022 and is anticipated to grow with a healthy growth rate of more than 6.8% during the forecast period 2023-2030. Personal care electrical appliances are utilized by both men and women for personal grooming needs, including hair care, oral care, and other hygiene products that are powered by batteries or electricity. The Global Personal Care Electrical Appliances Market is growing continuously due to factors such as an increase in disposable incomes, improvement in the economic environment and a growing aging population.

The demand for Personal Care Electrical Appliances has significantly increased over a period of time due to the rise in per capita disposable income of the people. As per Statista, the per capita disposable income of the Indian population amounted to USD 25.96 trillion in 2020. It has been increased to USD 29.95 trillion as of 2022, and a rapid expansion of USD 37.31 is projected in 2028. Furthermore, research conducted in 2020 by the same source indicates that the United States' per capita disposable income was USD 51.71 trillion. It increased to USD 55.29 trillion in 2022 and is expected to rise to USD 71.83 trillion by 2028. This led to a significant increase in the living standards of the people which led to an increase in the demand for Personal Care Electrical Appliances. Moreover, technological advancements and rising preference for online

shopping are opportunities for the Global Personal Care Electrical Appliances Market. However, the high cost of personal care electrical appliances and the availability of alternatives hinder the market growth throughout the forecast period of 2023-2030.

The key regions considered for the Global Vaccine Personal Care Electric Appliances Market study includes Asia Pacific, North America, Europe, Latin America, and Middle East & Africa. North America dominated the market in 2022 owing to factors such as increasing demand among men for personal grooming and technological innovations in hair care appliances, the demand for personal care electrical appliances is projected to grow significantly over the forecast period. Asia Pacific is expected to grow significantly over the forecast period as the region's consistently booming economy is drawing consumers' attention to cutting-edge personal care appliances that provide convenient use and improved outcomes, such as hair styling equipment, electric dental care items, beauty appliances, and so on.

Major market player included in this report are:

Koninklijke Philips NV.

Procter & Gamble

Dyson Limited

Panasonic Holdings Corporation

Conair Corporation

GHD Group Pty Ltd

Walh

Pattern Beauty, LLC Spectrum Brands

Havells India Limited

Recent Developments in the Market:

In August 2022, Shark Beauty introduced the Shark FlexStyle air styling and

drying system, which is marketed as a versatile hair dryer and styling tool that can be used on all hair types without causing heat damage.

In March 2021, Wahl introduced a new Below-the-Belt Trimmer called the Wahl Manscaper. The company asserts that the trimmer's built-in protection system helps prevent injuries. Marketed with the slogan 'No Nicks. No Cuts. No Fear,' the trimmer includes features such as a wrap-around safety guard, an adjustable dial offering 20 cutting lengths, and finely ground stainless-steel blades for maximum comfort.

In February 2023, GHD Group Pty. introduced Duet, its inaugural wet-to-straight styling device. The company claims that Duet can serve as a substitute for both hair dryers and straighteners, as it utilizes convection and conduction to dry, style, and set hair.

Global Personal Care Electrical Appliances Market Report Scope:

Historical Data –2020 - 2021

Base Year for Estimation – 2022

Forecast period - 2023-2030

Report Coverage - Revenue forecast, Company Ranking, Competitive Landscape, Growth factors, and Trends

Segments Covered –Product Type, Gender, Distribution Channel, Region

Regional Scope - North America; Europe; Asia Pacific; Latin America; Middle East & Africa

Customization Scope - Free report customization (equivalent up to 8 analyst's working hours) with purchase. Addition or alteration to country, regional & segment scope*

The objective of the study is to define the market sizes of different segments & countries in recent years and to forecast the values for the coming years. The report is designed to

incorporate both qualitative and quantitative aspects of the industry within countries involved in the study.

The report also caters to detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, it also incorporates potential opportunities in micro markets for stakeholders to invest along with a detailed analysis of the competitive landscape and product offerings of key players. The detailed segments and sub-segments of the market are explained below:

By Product Type:

Hair Care Appliances

Hair Removal Appliances

Oral Care Appliances

Other Appliances

By Gender:

Male

Female

By Distribution Channel:

Supermarkets & Hypermarket

Specialty Stores

Convenience Store

E-Commerce

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

Middle East & Africa

Saudi Arabia

South Africa

Rest of Middle East & Africa

Contents

CHAPTER 1. EXECUTIVE SUMMARY

- 1.1. Market Snapshot
- 1.2. Global & Segmental Market Estimates & Forecasts, 2020-2030 (USD Billion)
 - 1.2.1. Personal Care Electrical Appliances Market, by Region, 2020-2030 (USD Billion)
 - 1.2.2. Personal Care Electrical Appliances Market, by Product Type, 2020-2030 (USD Billion)
 - 1.2.3. Personal Care Electrical Appliances Market, by Gender, 2020-2030 (USD Billion)
 - 1.2.4. Personal Care Electrical Appliances Market, by Distribution Channel, 2020-2030 (USD Billion)
- 1.3. Key Trends
- 1.4. Estimation Methodology
- 1.5. Research Assumption

CHAPTER 2. GLOBAL PERSONAL CARE ELECTRICAL APPLIANCES MARKET DEFINITION AND SCOPE

- 2.1. Objective of the Study
- 2.2. Market Definition & Scope
 - 2.2.1. Industry Evolution
 - 2.2.2. Scope of the Study
- 2.3. Years Considered for the Study
- 2.4. Currency Conversion Rates

CHAPTER 3. GLOBAL PERSONAL CARE ELECTRICAL APPLIANCES MARKET DYNAMICS

- 3.1. Personal Care Electrical Appliances Market Impact Analysis (2020-2030)
 - 3.1.1. Market Drivers
 - 3.1.1.1. Increasing disposable incomes
 - 3.1.1.2. Improvement in economic environment
 - 3.1.1.3. Growing Ageing Population
 - 3.1.2. Market Challenges
 - 3.1.2.1. High Cost of Personal Care Electrical Appliances
 - 3.1.2.2. Availability of Product Alternatives
 - 3.1.3. Market Opportunities

- 3.1.3.1. Technological Advancements
- 3.1.3.2. Rising preference for online shopping

CHAPTER 4. GLOBAL PERSONAL CARE ELECTRICAL APPLIANCES MARKETINDUSTRY ANALYSIS

- 4.1. Porter's 5 Force Model
 - 4.1.1. Bargaining Power of Suppliers
 - 4.1.2. Bargaining Power of Buyers
 - 4.1.3. Threat of New Entrants
 - 4.1.4. Threat of Substitutes
 - 4.1.5. Competitive Rivalry
- 4.2. Porter's 5 Force Impact Analysis
- 4.3. PEST Analysis
 - 4.3.1. Political
 - 4.3.2. Economical
 - 4.3.3. Social
 - 4.3.4. Technological
 - 4.3.5. Environmental
 - 4.3.6. Legal
- 4.4. Top investment opportunity
- 4.5. Top winning strategies
- 4.6. COVID-19 Impact Analysis
- 4.7. Disruptive Trends
- 4.8. Industry Expert Perspective
- 4.9. Analyst Recommendation & Conclusion

CHAPTER 5. GLOBAL PERSONAL CARE ELECTRICAL APPLIANCES MARKET, BY PRODUCT TYPE

- 5.1. Market Snapshot
- 5.2. Global Personal Care Electrical Appliances Market by Product Type, Performance - Potential Analysis
- 5.3. Global Personal Care Electrical Appliances Market Estimates & Forecasts by Product Type 2020-2030 (USD Billion)
- 5.4. Personal Care Electrical Appliances Market, Sub Segment Analysis
 - 5.4.1. Hair Care Appliances
 - 5.4.2. Hair Removal Appliances
 - 5.4.3. Oral CareAppliances

5.4.4. Other Appliances

CHAPTER 6. GLOBAL PERSONAL CARE ELECTRICAL APPLIANCES MARKET, BY GENDER

6.1. Market Snapshot

6.2. Global Personal Care Electrical Appliances Market by Gender, Performance - Potential Analysis

6.3. Global Personal Care Electrical Appliances Market Estimates & Forecasts by Gender 2020-2030 (USD Billion)

6.4. Personal Care Electrical Appliances Market, Sub Segment Analysis

6.4.1. Male

6.4.2. Female

6.5. Global Personal Care Electrical Appliances Market, by Distribution Channel Market Snapshot

6.6. Global Personal Care Electrical Appliances Market by Distribution Channel, Performance - Potential Analysis

6.7. Global Personal Care Electrical Appliances Market Estimates & Forecasts by Distribution Channel 2020-2030 (USD Billion)

6.8. Personal Care Electrical Appliances Market, Sub Segment Analysis

6.8.1. Supermarkets & Hypermarket

6.8.2. Specialty Stores

6.8.3. Convenience Store

6.8.4. E-Commerce

CHAPTER 7. GLOBAL PERSONAL CARE ELECTRICAL APPLIANCES MARKET, REGIONAL ANALYSIS

7.1. Top Leading Countries

7.2. Top Emerging Countries

7.3. Personal Care Electrical Appliances Market, Regional Market Snapshot

7.4. North America Personal Care Electrical Appliances Market

7.4.1. U.S. Personal Care Electrical Appliances Market

7.4.1.1. Product Type breakdown estimates & forecasts, 2020-2030

7.4.1.2. Gender breakdown estimates & forecasts, 2020-2030

7.4.1.3. Distribution Channel breakdown estimates & forecasts, 2020-2030

7.4.2. Canada Personal Care Electrical Appliances Market

7.5. Europe Personal Care Electrical Appliances Market Snapshot

7.5.1. U.K. Personal Care Electrical Appliances Market

- 7.5.2. Germany Personal Care Electrical Appliances Market
- 7.5.3. France Personal Care Electrical Appliances Market
- 7.5.4. Spain Personal Care Electrical Appliances Market
- 7.5.5. Italy Personal Care Electrical Appliances Market
- 7.5.6. Rest of Europe Personal Care Electrical Appliances Market
- 7.6. Asia-Pacific Personal Care Electrical Appliances Market Snapshot
 - 7.6.1. China Personal Care Electrical Appliances Market
 - 7.6.2. India Personal Care Electrical Appliances Market
 - 7.6.3. Japan Personal Care Electrical Appliances Market
 - 7.6.4. Australia Personal Care Electrical Appliances Market
 - 7.6.5. South Korea Personal Care Electrical Appliances Market
 - 7.6.6. Rest of Asia Pacific Personal Care Electrical Appliances Market
- 7.7. Latin America Personal Care Electrical Appliances Market Snapshot
 - 7.7.1. Brazil Personal Care Electrical Appliances Market
 - 7.7.2. Mexico Personal Care Electrical Appliances Market
- 7.8. Middle East & Africa Personal Care Electrical Appliances Market
 - 7.8.1. Saudi Arabia Personal Care Electrical Appliances Market
 - 7.8.2. South Africa Personal Care Electrical Appliances Market
 - 7.8.3. Rest of Middle East & Africa Personal Care Electrical Appliances Market

CHAPTER 8. COMPETITIVE INTELLIGENCE

- 8.1. Key Company SWOT Analysis
 - 8.1.1. Company
 - 8.1.2. Company
 - 8.1.3. Company
- 8.2. Top Market Strategies
- 8.3. Company Profiles
 - 8.3.1. Koninklijke Philips NV.
 - 8.3.1.1. Key Information
 - 8.3.1.2. Overview
 - 8.3.1.3. Financial (Subject to Data Availability)
 - 8.3.1.4. Product Summary
 - 8.3.1.5. Recent Developments
 - 8.3.2. Procter & Gamble
 - 8.3.3. Dyson Limited
 - 8.3.4. Panasonic Holdings Corporation
 - 8.3.5. Conair Corporation
 - 8.3.6. GHD Group Pty Ltd

8.3.7. Walh

8.3.8. Pattern Beauty, LLC

8.3.9. Spectrum Brands

8.3.10. Havells India Limited

CHAPTER 9. RESEARCH PROCESS

9.1. Research Process

9.1.1. Data Mining

9.1.2. Analysis

9.1.3. Market Estimation

9.1.4. Validation

9.1.5. Publishing

9.2. Research Attributes

9.3. Research Assumption

List Of Tables

LIST OF TABLES

TABLE 1. Global Personal Care Electrical Appliances Market, report scope

TABLE 2. Global Personal Care Electrical Appliances Market estimates & forecasts by Region2020-2030 (USD Billion)

TABLE 3. Global Personal Care Electrical Appliances Market estimates & forecasts byProduct Type2020-2030 (USD Billion)

TABLE 4. Global Personal Care Electrical Appliances Market estimates & forecasts by Gender2020-2030 (USD Billion)

TABLE 5. Global Personal Care Electrical Appliances Market estimates & forecasts by Distribution Channel 2020-2030 (USD Billion)

TABLE 6. Global Personal Care Electrical Appliances Market by segment, estimates & forecasts, 2020-2030 (USD Billion)

TABLE 7. Global Personal Care Electrical Appliances Market by region, estimates & forecasts, 2020-2030 (USD Billion)

TABLE 8. Global Personal Care Electrical Appliances Market by segment, estimates & forecasts, 2020-2030 (USD Billion)

TABLE 9. Global Personal Care Electrical Appliances Market by region, estimates & forecasts, 2020-2030 (USD Billion)

TABLE 10. Global Personal Care Electrical Appliances Market by segment, estimates & forecasts, 2020-2030 (USD Billion)

TABLE 11. Global Personal Care Electrical Appliances Market by region, estimates & forecasts, 2020-2030 (USD Billion)

TABLE 12. Global Personal Care Electrical Appliances Market by segment, estimates & forecasts, 2020-2030 (USD Billion)

TABLE 13. Global Personal Care Electrical Appliances Market by region, estimates & forecasts, 2020-2030 (USD Billion)

TABLE 14. Global Personal Care Electrical Appliances Market by segment, estimates & forecasts, 2020-2030 (USD Billion)

TABLE 15. Global Personal Care Electrical Appliances Market by region, estimates & forecasts, 2020-2030 (USD Billion)

TABLE 16. U.S. Personal Care Electrical Appliances Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 17. U.S. Personal Care Electrical Appliances Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 18. U.S. Personal Care Electrical Appliances Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 19. Canada Personal Care Electrical Appliances Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 20. Canada Personal Care Electrical Appliances Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 21. Canada Personal Care Electrical Appliances Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 22. UK Personal Care Electrical Appliances Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 23. UK Personal Care Electrical Appliances Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 24. UK Personal Care Electrical Appliances Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 25. Germany Personal Care Electrical Appliances Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 26. Germany Personal Care Electrical Appliances Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 27. Germany Personal Care Electrical Appliances Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 28. France Personal Care Electrical Appliances Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 29. France Personal Care Electrical Appliances Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 30. France Personal Care Electrical Appliances Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 31. Italy Personal Care Electrical Appliances Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 32. Italy Personal Care Electrical Appliances Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 33. Italy Personal Care Electrical Appliances Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 34. Spain Personal Care Electrical Appliances Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 35. Spain Personal Care Electrical Appliances Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 36. Spain Personal Care Electrical Appliances Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 37. RoE Personal Care Electrical Appliances Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 38. RoE Personal Care Electrical Appliances Market estimates & forecasts by

segment 2020-2030 (USD Billion)

TABLE 39. RoE Personal Care Electrical Appliances Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 40. China Personal Care Electrical Appliances Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 41. China Personal Care Electrical Appliances Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 42. China Personal Care Electrical Appliances Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 43. India Personal Care Electrical Appliances Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 44. India Personal Care Electrical Appliances Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 45. India Personal Care Electrical Appliances Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 46. Japan Personal Care Electrical Appliances Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 47. Japan Personal Care Electrical Appliances Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 48. Japan Personal Care Electrical Appliances Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 49. South Korea Personal Care Electrical Appliances Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 50. South Korea Personal Care Electrical Appliances Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 51. South Korea Personal Care Electrical Appliances Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 52. Australia Personal Care Electrical Appliances Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 53. Australia Personal Care Electrical Appliances Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 54. Australia Personal Care Electrical Appliances Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 55. RoAPAC Personal Care Electrical Appliances Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 56. RoAPAC Personal Care Electrical Appliances Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 57. RoAPAC Personal Care Electrical Appliances Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 58. Brazil Personal Care Electrical Appliances Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 59. Brazil Personal Care Electrical Appliances Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 60. Brazil Personal Care Electrical Appliances Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 61. Mexico Personal Care Electrical Appliances Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 62. Mexico Personal Care Electrical Appliances Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 63. Mexico Personal Care Electrical Appliances Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 64. RoLAPersonal Care Electrical Appliances Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 65. RoLAPersonal Care Electrical Appliances Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 66. RoLAPersonal Care Electrical Appliances Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 67. Saudi ArabiaPersonal Care Electrical Appliances Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 68. South AfricaPersonal Care Electrical Appliances Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 69. RoMEAPersonal Care Electrical Appliances Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 70. List of secondary sources, used in the study of global Personal Care Electrical Appliances Market

TABLE 71. List of primary sources, used in the study of global Personal Care Electrical Appliances Market

TABLE 72. Years considered for the study

TABLE 73. Exchange rates considered

List of tables and figures are dummy in nature, final lists may vary in the final deliverable

List Of Figures

LIST OF FIGURES

FIG 1. Global Personal Care Electrical Appliances Market, research methodology

FIG 2. Global Personal Care Electrical Appliances Market, Market estimation techniques

FIG 3. Global Market size estimates & forecast methods

FIG 4. Global Personal Care Electrical Appliances Market, key trends 2022

FIG 5. Global Personal Care Electrical Appliances Market, growth prospects 2023-2030

FIG 6. Global Personal Care Electrical Appliances Market, porters 5 force model

FIG 7. Global Personal Care Electrical Appliances Market, pest analysis

FIG 8. Global Personal Care Electrical Appliances Market, value chain analysis

FIG 9. Global Personal Care Electrical Appliances Market by segment, 2020& 2030 (USD Billion)

FIG 10. Global Personal Care Electrical Appliances Market by segment, 2020& 2030 (USD Billion)

FIG 11. Global Personal Care Electrical Appliances Market by segment, 2020& 2030 (USD Billion)

FIG 12. Global Personal Care Electrical Appliances Market by segment, 2020& 2030 (USD Billion)

FIG 13. Global Personal Care Electrical Appliances Market by segment, 2020& 2030 (USD Billion)

FIG 14. Global Personal Care Electrical Appliances Market, regional snapshot 2020& 2030

FIG 15. North America Personal Care Electrical Appliances Market2020& 2030 (USD Billion)

FIG 16. Europe Personal Care Electrical Appliances Market2020& 2030 (USD Billion)

FIG 17. Asia pacific Personal Care Electrical Appliances Market2020& 2030 (USD Billion)

FIG 18. Latin America Personal Care Electrical Appliances Market2020& 2030 (USD Billion)

FIG 19. Middle East &AfricaPersonal Care Electrical Appliances Market 2020& 2030 (USD Billion)

List of tables and figures are dummy in nature, final lists may vary in the final deliverable

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