

# **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**

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## **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 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 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 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

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