

## Personal Care Appliances in China

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Personal care appliances saw an increase in volume terms in 2017. Besides daily routine tasks such as facial shaving and drying hair, consumers are eager to use more personal care appliances to pursue beauty and health. More women, for instance, are using women's shavers and depilators in the summer, whilst men are not only regularly using men's shavers, but also hair and beard trimmers to achieve better personal grooming. On the other hand, oral care appliances, such as battery and electric too...

Euromonitor International's Personal Care Appliances in China report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2012-2016, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market – be they new product developments, format trends or distribution issues. Forecasts to 2021 illustrate how the market is set to change.

**Product coverage:** Body Shavers, Electric Facial Cleansers, Hair Care Appliances, Oral Care Appliances, Other Personal Care Appliances.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

### Why buy this report?

- Get a detailed picture of the Personal Care Appliances market;
- Pinpoint growth sectors and identify factors driving change;
- Understand the competitive environment, the market's major players and leading brands;
- Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Consumers' Pursuit of Beauty and Wellness Drive the Demand for Personal Care Appliances

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Shanghai Flyco Electrical Appliance Leads Body Shavers and Hair Care Appliances Thanks To Its Price Advantage

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