

# Personal Care Appliances in Italy

<https://marketpublishers.com/r/PFB649418EFEN.html>

Date: December 2023

Pages: 39

Price: US\$ 990.00 (Single User License)

ID: PFB649418EFEN

## Abstracts

Personal care appliances are more widely available than most other consumer appliances. These products can be purchased in store and online, through independent and chained retailers, while some products like hair care appliances are also available through professional salons. Likewise, among chained retailers people can purchase from electronics and appliance specialists like Mediaworld across its different store formats, but also from health and beauty specialists. More recently, the range of...

Euromonitor International's Personal Care Appliances in Italy report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022, 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 2027 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.

## Contents

Personal Care Appliances in Italy  
Euromonitor International  
December 2023

### LIST OF CONTENTS AND TABLES

PERSONAL CARE APPLIANCES IN ITALY  
KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Multiple retailers carry personal care appliances  
Personal care appliances seen as a cost-effective alternative to professional treatments  
New product launches remain a key competitive tool

### PROSPECTS AND OPPORTUNITIES

Jimmy maintains its focus on hair care appliances despite the reorganisation of its portfolio

Promotional activity needed to stand out and remain appealing

Oral care likely to remain popular due to a desire to avoid the dentist

### CATEGORY DATA

Table 1 Sales of Personal Care Appliances by Category: Volume 2018-2023

Table 2 Sales of Personal Care Appliances by Category: Value 2018-2023

Table 3 Sales of Personal Care Appliances by Category: % Volume Growth 2018-2023

Table 4 Sales of Personal Care Appliances by Category: % Value Growth 2018-2023

Table 5 Sales of Body Shavers by Format: % Volume 2018-2023

Table 6 Sales of Hair Care Appliances by Format: % Volume 2018-2023

Table 7 NBO Company Shares of Personal Care Appliances 2019-2023

Table 8 LBN Brand Shares of Personal Care Appliances 2020-2023

Table 9 Distribution of Personal Care Appliances by Format: % Volume 2018-2023

Table 10 Forecast Sales of Personal Care Appliances by Category: Volume 2023-2028

Table 11 Forecast Sales of Personal Care Appliances by Category: Value 2023-2028

Table 12 Forecast Sales of Personal Care Appliances by Category: % Volume Growth 2023-2028

Table 13 Forecast Sales of Personal Care Appliances by Category: % Value Growth 2023-2028

CONSUMER APPLIANCES IN ITALY

EXECUTIVE SUMMARY

## Consumer appliances in 2023: The big picture

### 2023 KEY TRENDS

Competitive landscape

Retailing developments

What next for consumer appliances?

### MARKET INDICATORS

Table 14 Household Penetration of Selected Total Stock Consumer Appliances by Category 2018-2024

Table 15 Replacement Cycles of Consumer Appliances by Category 2018-2024

### MARKET DATA

Table 16 Sales of Consumer Appliances by Category: Volume 2018-2023

Table 17 Sales of Consumer Appliances by Category: Value 2018-2023

Table 18 Sales of Consumer Appliances by Category: % Volume Growth 2018-2023

Table 19 Sales of Consumer Appliances by Category: % Value Growth 2018-2023

Table 20 Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2018-2023

Table 21 Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2018-2023

Table 22 Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2018-2023

Table 23 Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2018-2023

Table 24 Sales of Small Appliances by Category: Volume 2018-2023

Table 25 Sales of Small Appliances by Category: Value 2018-2023

Table 26 Sales of Small Appliances by Category: % Volume Growth 2018-2023

Table 27 Sales of Small Appliances by Category: % Value Growth 2018-2023

Table 28 NBO Company Shares of Major Appliances: % Volume 2019-2023

Table 29 LBN Brand Shares of Major Appliances: % Volume 2020-2023

Table 30 NBO Company Shares of Small Appliances: % Volume 2019-2023

Table 31 LBN Brand Shares of Small Appliances: % Volume 2020-2023

Table 32 Distribution of Major Appliances by Format: % Volume 2018-2023

Table 33 Distribution of Small Appliances by Format: % Volume 2018-2023

Table 34 Forecast Sales of Consumer Appliances by Category: Volume 2023-2028

Table 35 Forecast Sales of Consumer Appliances by Category: Value 2023-2028

Table 36 Forecast Sales of Consumer Appliances by Category: % Volume Growth 2023-2028

Table 37 Forecast Sales of Consumer Appliances by Category: % Value Growth

2023-2028

Table 38 Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2023-2028

Table 39 Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2023-2028

Table 40 Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2023-2028

Table 41 Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2023-2028

Table 42 Forecast Sales of Small Appliances by Category: Volume 2023-2028

Table 43 Forecast Sales of Small Appliances by Category: Value 2023-2028

Table 44 Forecast Sales of Small Appliances by Category: % Volume Growth 2023-2028

Table 45 Forecast Sales of Small Appliances by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 Research Sources

## I would like to order

Product name: Personal Care Appliances in Italy

Product link: <https://marketpublishers.com/r/PFB649418EFEN.html>

Price: US\$ 990.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/PFB649418EFEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970