

# Personal Care Appliances in Russia

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## Abstracts

Having surged by more than a third during 2020, the rate of growth in retail current value sales of personal care appliances will slow significantly but remain robust during 2021. Body shavers and hair care appliances account for the bulk of retail current value sales of personal care appliances in Russia. Retail current value sales of body shavers surged by almost two thirds during 2020, while the rate of growth in retail current value sales of hair care appliances also accelerated – albeit at...

Euromonitor International's Personal Care Appliances in Russia report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2016-2020, 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 2025 illustrate how the market is set to change.

**Data 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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Russians now more concerned with keeping their smiles

Largely due to its leadership in body shavers, Philips overtakes SEB Groupe to lead in personal care appliances

#### PROSPECTS AND OPPORTUNITIES

Return to hair salons will weigh on demand for hair care appliances

In spite of growth in unit pricing, demand for electric toothbrush units will remain very strong

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