

# Global Personal Care Appliances Market 2023

<https://marketpublishers.com/r/GE18770F3994EN.html>

Date: June 2023

Pages: 96

Price: US\$ 3,450.00 (Single User License)

ID: GE18770F3994EN

## Abstracts

Personal care electrical appliances refer to various grooming products used for oral care, hair care, and maintaining personal hygiene. These appliances include electric toothbrushes, plaque removers, epilators, shavers, trimmers, hair straighteners, curlers, and dryers. They are available in portable, compact-sized, and travel-friendly variants, and can be either electrically or battery operated. Personal care electrical appliances offer enhanced convenience, cost-effectiveness, and improved performance compared to non-electric variants.

According to the latest data, the market size of the global personal care appliances sector is expected to rise by USD 12.4 billion with a CAGR of 5.7% by the end of 2029. Increasing consumer inclination towards maintaining personal health, hygiene, and appearance is driving the market for personal care electrical appliances.

The report covers market size and growth, segmentation, regional breakdowns, competitive landscape, trends and strategies for global personal care appliances market. It presents a quantitative analysis of the market to enable stakeholders to capitalize on the prevailing market opportunities. The report also identifies top segments for opportunities and strategies based on market trends and leading competitors' approaches.

### Market Segmentation

Product: face care appliances, hair care appliances, oral care appliances, others

Gender: female, male

Power supply: battery operated, electric powered

Distribution channel: e-commerce , specialty stores, supermarkets and hypermarkets, others

Region: Asia-Pacific, Europe, North America, Middle East and Africa (MEA), South America

Hair care electrical appliances: hair styling, hair removal, hair care  
Oral care electrical appliances: toothbrushes, oral irrigator

This industry report offers market estimates and forecasts of the global market, followed by a detailed analysis of the product, gender, power supply, distribution channel, and region. The global market for personal care appliances can be segmented by product: face care appliances, hair care appliances, oral care appliances, others. The hair care appliances segment held the largest revenue share in 2022. Personal care appliances market is further segmented by gender: female, male. Among these, the female segment was accounted for the highest revenue generator in 2022. Based on power supply, the personal care appliances market is segmented into: battery operated, electric powered. The electric powered segment captured the largest share of the market in 2022. On the basis of distribution channel, the personal care appliances market also can be divided into: e-commerce, specialty stores, supermarkets and hypermarkets, others. According to the research, the specialty stores segment had the largest share in the global personal care appliances market. Personal care appliances market by region is categorized into: Asia-Pacific, Europe, North America, Middle East and Africa (MEA), South America. North America held the largest revenue share in 2022.

The hair care electrical appliances market is further segmented into hair styling, hair removal, hair care. Globally, the hair styling segment made up the largest share of the personal care appliances market. Furthermore, the oral care electrical appliances market has been categorized into toothbrushes, oral irrigator. The toothbrushes segment was the largest contributor to the global personal care appliances market in 2022.

#### Major Companies and Competitive Landscape

The report has also analysed the competitive landscape of the global personal care appliances market with some of the key players being Britania Eletrodomesticos SA, Church & Dwight Co., Inc., Colgate-Palmolive Company, Conair Corporation, Coty Inc., Dyson Limited, Electrolux AB, Eletrodomesticos Mondial S.A., Groupe SEB, Guangzhou Weimeizi Industry Co., Ltd., High Ridge Brands Co., Hitachi, Ltd., Koizumi Seiki Corporation, Koninklijke Philips N.V., Lion Corporation, Newell Brands Inc., Panasonic Corporation, Procter & Gamble (P&G), Revlon, Inc., Shanghai Flyco Electrical Appliance Co., Ltd., Shanghai POVOS Electric Works Co., Ltd., Spectrum Brands Holdings, Inc., Superhuman Group Co. Ltd., Taiff Distribuidora de Produtos de Beleza LTDA, TESCO Co., Ltd., The Wahl Clipper Corporation, Xiamen Comfort Science&Technology Group Co., Ltd., Xiaomi Corporation, among others. In this report,

key players and their strategies are thoroughly analyzed to understand the competitive outlook of the market.

#### Scope of the Report

To analyze and forecast the market size of the global personal care appliances market.

To classify and forecast the global personal care appliances market based on product, gender, power supply, distribution channel, region.

To identify drivers and challenges for the global personal care appliances market.

To examine competitive developments such as mergers & acquisitions, agreements, collaborations and partnerships, etc., in the global personal care appliances market.

To identify and analyze the profile of leading players operating in the global personal care appliances market.

#### Why Choose This Report

Gain a reliable outlook of the global personal care appliances market forecasts from 2023 to 2029 across scenarios.

Identify growth segments for investment.

Stay ahead of competitors through company profiles and market data.

The market estimate for ease of analysis across scenarios in Excel format.

Strategy consulting and research support for three months.

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