

# Global Personal Care Electricals Market 2018 by Manufacturers, Countries, Type and Application, Forecast to 2023

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### **Abstracts**

The PCE market is largely defined by product innovation. Consumers purchase PCE products for three primary reasons: to replace an old worn product, to buy as a gift or because there is something new on the market. When a new product launch, such as the Babyliss Curl Secret styler or the Dyson hairdryer, the market spikes.

### Scope of the Report:

Growth in ageing population, improving economic conditions, increasing awareness regarding personal grooming, inclination towards automation, and growing online sales are factors that drive the market growth. In addition, growing urban population and increasing demand from untapped markets such as Asia-Pacific and LAMEA are anticipated to further drive the demand for the personal care electrical appliances market. However, lack of durability and high cost of the products limit the market growth.

The global Personal Care Electricals market is valued at xx million USD in 2017 and is expected to reach xx million USD by the end of 2023, growing at a CAGR of xx% between 2017 and 2023.

The Asia-Pacific will occupy for more market share in following years, especially in China, also fast growing India and Southeast Asia regions.

North America, especially The United States, will still play an important role which cannot be ignored. Any changes from United States might affect the development trend of Personal Care Electricals.



Europe also play important roles in global market, with market size of xx million USD in 2017 and will be xx million USD in 2023, with a CAGR of xx%.

This report studies the Personal Care Electricals market status and outlook of Global and major regions, from angles of players, countries, product types and end industries; this report analyzes the top players in global market, and splits the Personal Care Electricals market by product type and applications/end industries.

Trimmer

Remington Products

Braun

Conair

Royal Philips Electronics

Panasonic

Groupe SEB

Colgate-Palmolive

Helen of Troy

HoMedics

LION

Market Segment by Companies, this report covers

Market Segment by Regions, regional analysis covers

North America (United States, Canada and Mexico)

Europe (Germany, France, UK, Russia and Italy)



Asia-Pacific (China, Japan, Korea, India and Southeast Asia) South America (Brazil, Argentina, Colombia) Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria and South Africa) Market Segment by Type, covers Hair Removal Appliances Electric Toothbrush Shavers Others Market Segment by Applications, can be divided into Men Women



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