

Personal Care Appliances Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2024 – 2032

<https://marketpublishers.com/r/PCC3CCA8685AEN.html>

Date: November 2024

Pages: 225

Price: US\$ 4,850.00 (Single User License)

ID: PCC3CCA8685AEN

Abstracts

The Global Personal Care Appliances Market reached USD 22.4 billion in 2023 and is projected to grow at 5.6% CAGR from 2024 to 2032. The increasing awareness surrounding personal grooming and hygiene has led consumers to spend more on personal care devices, particularly those that deliver professional-grade results at home.

The market is categorized by product type, with key segments including shaving and hair removal appliances, hair styling tools, oral care devices, skin care products, massage and relaxation gadgets, and others. In 2023, the shaving and hair removal appliances segment led the market, generating USD 6.3 billion in revenue. This segment is expected to continue expanding at a CAGR of 5.1% during 2024-2032. The growing emphasis on personal grooming and self-care, coupled with higher disposable incomes, has driven consumer demand for high-performance, at-home hair removal devices. The convenience and efficiency of these appliances, which provide salon-like results in the comfort of the home, also play a key role in their popularity.

The market is also segmented based on power supply, with the main categories being corded and cordless devices. In 2023, the cordless segment held a dominant market share of 61.8%, and it is projected to grow at a CAGR of 6.2% through 2032. Consumer preference for cordless appliances is driven by their flexibility, ease of use, and the growing desire for convenience in personal care routines. With an increasing focus on grooming and hygiene, as well as higher levels of disposable income, consumers are increasingly choosing portable, efficient devices that offer salon-quality results.

North America accounted for USD 6.5 billion in market value in 2023 and is expected to grow at a CAGR of 5.8% during 2024-2032. The demand in North America is primarily

driven by increasing consumer investment in high-quality personal care appliances that offer convenience and professional results at home. Additionally, the region's advanced e-commerce infrastructure and widespread use of cutting-edge technology make these products more accessible and appealing to a broader audience. The growing importance of self-care and hygiene routines also contributes to the increasing market size in this region.

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