

Personal Care Electrical Appliances Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

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Abstracts

The global personal care electrical appliances market size reached US\$ 21.6 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 30.2 Billion by 2028, exhibiting a growth rate (CAGR) of 5.7% during 2022-2028.

Personal care electrical appliances are various grooming products used for oral and hair care and maintaining personal hygiene. Some of the commonly used appliances include electrical toothbrushes, plaque removers, epilators, shavers, trimmers, hair straightener, curlers and dryers. These devices are available in a wide range of portable, compact-sized and travel-friendly variants and are either electrically or battery operated. In comparison to the traditionally used non-electric variants, these products also offer enhanced convenience to the user and are more cost-effective.

Significant growth in the electronics industry, along with rapid urbanization across the globe, represents one of the key factors creating a positive outlook for the market.

Furthermore, changing consumer lifestyles and increasing emphasis on maintaining personal health and hygiene among individuals are also driving the market growth. For instance, male consumers are increasingly becoming inclined toward keeping beards and experimenting with hairstyles, which has further enhanced the demand for shavers and trimmers. Additionally, various product innovations, such as the development of heat- and chemical-free variants that cause minimal or no damage to the hair or skin after prolonged use, are acting as other growth-inducing factors. Product manufacturers are also developing budget-friendly styling and body care products that can be used by the all age-groups. In line with this, rising female workforce participation and their increasing focus on personal well-being are also contributing to the market growth.

Other factors, including increasing expenditure capacities of the consumers, along with aggressive promotional activities by manufacturers and the easy products' availability through online retail channels, are anticipated to drive the market further.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global personal care electrical appliances market report, along with forecasts at the global, regional and country level from 2023-2028. Our report has categorized the market based on product, type and distribution channel.

Breakup by Product:

Hair Care Appliances

Hair Dryer

Hair Straightener

Hair Styler

Hair Removal Appliances

Trimmer

Power Shaver

Epilator

Others

Oral Care Appliances

Powered Toothbrush

Oral Irrigator

Others

Breakup by Type:

Electric

Battery Operated

Breakup by Distribution Channel:

Online

Offline

Breakup by Region:

North America

United States

Canada

Asia Pacific

China

Japan

India

South Korea

Australia

Indonesia

Others

Europe

Germany

France
United Kingdom
Italy
Spain
Russia
Others
Latin America
Brazil
Mexico
Others
Middle East and Africa

Competitive Landscape:

The report has also analysed the competitive landscape of the market with some of the key players being Colgate-Palmolive Company, Conair Corporation, Helen of Troy Limited, Homedics USA LLC (FKA Distributing Co. LLC), Johnson & Johnson, Koninklijke Philips N.V., Lion Corporation, Panasonic Corporation, Shanghai POVOS Electric Works Co. Ltd., Shiseido Company Limited and The Procter & Gamble Company.

Key Questions Answered in This Report

1. What was the size of the global personal care electrical appliances market in 2022?
2. What is the expected growth rate of the global personal care electrical appliances market during 2023-2028?
3. What are the key factors driving the global personal care electrical appliances market?
4. What has been the impact of COVID-19 on the global personal care electrical appliances market?
5. What is the breakup of the global personal care electrical appliances market based on the product?
6. What is the breakup of the global personal care electrical appliances market based on the type?
7. What is the breakup of the global personal care electrical appliances market based on the distribution channel?
8. What are the key regions in the global personal care electrical appliances market?
9. Who are the key players/companies in the global personal care electrical appliances market?

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