

Asia Pacific Personal Care Electrical Appliances Market (2016-2022)

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Abstracts

Personal grooming has been a new trend among the younger generation around the world. Growing corporate culture and growing number of working professionals have significantly contributed to the growing awareness about personal grooming. Asia Pacific would be among the key markets for personal grooming products, as awareness regarding hygiene and personal grooming is unprecedented in the region.

Online sales have changed the business landscape, and it is a key source of revenue for many companies around the world. Online sales market is expected to expand significantly due to rapid growth in the mobile user base in emerging markets, increases in m-commerce sales, advancing shipping and payment options, etc. Electronics and electrical products have witnessed unprecedented growth in the last few years. Ecommerce purchases in Asia Pacific is expected to surpass North American region, creating a huge opportunity for personal care appliances market.

The report highlights the adoption of Personal Care Electrical Appliances in Asia Pacific. Based on the Product, the Asia Pacific Personal Care Electrical Appliances Market is segmented into Hair Care Appliances, Hair Removal Appliances, Oral Care Appliances and Others segment. Based on the Type, the Hair Care Appliances market is bifurcated into Hair Dryers, Hair Straighteners and Hair Stylers segment; the Hair Removal Appliances Market is segmented into Epilators, Shavers, Clippers and Trimmer segments; the Oral Care Appliances Market is segmented into Powered Toothbrush and Other oral care segments. Based on the gender, the Personal Care Electrical Appliances market is segmented into Male and Female segments. The countries included in the report are China, Japan, India, South Korea, Singapore, Malaysia and Rest of Asia Pacific.

Key companies profiled in the report includes Remington Products, Conair Corporation, Groupe Seb, Colgate-Palmolive, The Procter & Gamble Company (P&G), Koninklijke Philips N.V., Panasonic Corporation, Helen Of Troy L.P., Homedics Inc. and Lion Corporation.

Contents

CHAPTER 1. MARKET SCOPE & METHODOLOGY

- 1.1 Market Definition
- 1.2 Objectives
- 1.3 Market Scope
- 1.4 Segmentation
 - 1.4.1 Asia Pacific Personal Care Electrical Appliances Market, by Product
 - 1.4.2 Asia Pacific Personal Care Electrical Appliances Market, by Gender
 - 1.4.3 Asia Pacific Personal Care Electrical Appliances Market, by Country
- 1.5 Methodology for the research

CHAPTER 2. MARKET OVERVIEW

- 2.1 Introduction
- 2.2 Key Influencing Factors
 - 2.2.1 Drivers
 - 2.2.2 Restraints
 - 2.2.3 Opportunities
- 2.3 Asia Pacific Personal Care & Electrical Appliances Market - By Geography

CHAPTER 3. ASIA PACIFIC PERSONAL CARE & ELECTRICAL APPLIANCES MARKET - BY PRODUCT

- 3.1 Asia Pacific Hair Care Appliances Market
 - 3.1.1 Asia Pacific Hair Care Appliances Market - By Geography
 - 3.1.2 Asia Pacific Hair Care Appliances Market - By Product
 - Asia Pacific Hair Dryers Appliances Market - By Geography
 - Asia Pacific Hair Straighteners Appliances Market - By Geography
 - Asia Pacific Hair Stylers Appliances Market - By Geography
- 3.2 Asia Pacific Hair Removal Appliances Market
 - 3.2.1 Asia Pacific Hair Removal Appliances Market - By Geography
 - 3.2.2 Asia Pacific Hair Removal Appliances Market - By Product
 - Asia Pacific Epilators Appliances Market - By Geography
 - Asia Pacific Shavers Appliances Market - By Geography
 - Asia Pacific Clippers Appliances Market - By Geography
 - Asia Pacific Trimmers Appliances Market - By Geography
- 3.3 Asia Pacific Oral Care Appliances Market

- 3.3.1 Asia Pacific Oral Care Appliances Market - By Geography
- 3.3.2 Asia Pacific Oral Care Appliances Market - By Product
 - Asia Pacific Powered Toothbrush Market - By Geography
 - Asia Pacific Other oral care Market - By Geography
- 3.4 Asia Pacific Other Appliances Market
 - 3.4.1 Asia Pacific Other Appliances Market - By Geography

CHAPTER 4. ASIA PACIFIC PERSONAL CARE AND ELECTRICAL APPLIANCES MARKET - BY GENDER

- 4.1 Asia Pacific Male Personal Care & Electrical Appliances Market - By Geography
- 4.2 Asia Pacific Female Personal Care & Electrical Appliances Market - By Geography

CHAPTER 5. COUNTRY LEVEL ANALYSIS

- 5.1 China Personal Care & Electrical Appliances Market
 - 5.1.1 China Personal Care & Electrical Appliances Market - By Product
 - China Hair Care Appliances Market - By Product
 - China Hair Removal Appliances Market - By Product
 - China Oral Care Appliances Market - By Product
 - 5.1.2 China Personal Care and Electrical Appliances Market - By Gender
- 5.2 Japan Personal Care & Electrical Appliances Market
 - 5.2.1 Japan Personal Care & Electrical Appliances Market - By Product
 - Japan Hair Care Appliances Market - By Product
 - Japan Hair Removal Appliances Market - By Product
 - Japan Oral Care Appliances Market - By Product
 - 5.2.2 Japan Personal Care and Electrical Appliances Market - By Gender
- 5.3 India Personal Care & Electrical Appliances Market
 - 5.3.1 India Personal Care & Electrical Appliances Market - By Product
 - India Hair Care Appliances Market - By Product
 - India Hair Removal Appliances Market - By Product
 - India Oral Care Appliances Market - By Product
 - 5.3.2 India Personal Care and Electrical Appliances Market - By Gender
- 5.4 South Korea Personal Care & Electrical Appliances Market
 - 5.4.1 South Korea Personal Care & Electrical Appliances Market - By Product
 - South Korea Hair Care Appliances Market - By Product
 - South Korea Hair Removal Appliances Market - By Product
 - South Korea Oral Care Appliances Market - By Product
 - 5.4.2 South Korea Personal Care and Electrical Appliances Market - By Gender

5.5 Singapore Personal Care & Electrical Appliances Market

5.5.1 Singapore Personal Care & Electrical Appliances Market - By Product

Singapore Hair Care Appliances Market - By Product

Singapore Hair Removal Appliances Market - By Product

Singapore Oral Care Appliances Market - By Product

5.5.2 Singapore Personal Care and Electrical Appliances Market - By Gender

5.6 Malaysia Personal Care & Electrical Appliances Market

5.6.1 Malaysia Personal Care & Electrical Appliances Market - By Product

Malaysia Hair Care Appliances Market - By Product

Malaysia Hair Removal Appliances Market - By Product

Malaysia Oral Care Appliances Market - By Product

5.6.2 Malaysia Personal Care and Electrical Appliances Market - By Gender

5.7 Rest of Asia Pacific Personal Care & Electrical Appliances Market

5.7.1 Rest of Asia Pacific Personal Care & Electrical Appliances Market - By Product

Rest of Asia Pacific Hair Care Appliances Market - By Product

Rest of Asia Pacific Hair Removal Appliances Market - By Product

Rest of Asia Pacific Oral Care Appliances Market - By Product

5.7.2 Rest of Asia Pacific Personal Care and Electrical Appliances Market - By Gender

CHAPTER 6. COMPANY PROFILE

6.1 Remington Products.

6.1.1 Company Overview

6.2 Conair Corporation.

6.2.1 Company Overview

6.3 Groupe SEB.

6.3.1 Company Overview

6.4 Colgate-Palmolive.

6.4.1 Company Overview

6.4.1 Financial Analysis

6.4.2 Segmental and Regional Analysis

6.4.3 Research & Development Expense

6.5 The Procter & Gamble Company (P&G)

6.5.1 Company Overview

6.5.2 Financial Analysis

6.5.3 Segmental Analysis

6.5.4 Research & Development Analysis

6.6 Koninklijke Philips N.V.

6.6.1 Company Overview

- 6.6.2 Financial Analysis
- 6.6.3 Segmental Analysis
- 6.6.4 Research & Development
- 6.7 Panasonic Corporation
 - 6.7.1 Company Overview
 - 6.7.2 Financial Analysis
 - 6.7.3 Segmental Analysis
 - 6.7.4 Research & Development
- 6.8 Helen of Troy L.P.
 - 6.8.1 Company Overview
- 6.9 HoMedics Inc.
 - 6.9.1 Company Overview
- 6.10 LION Corporation.
 - 6.10.1 Company Overview
 - 6.10.2 Financial Analysis
 - 6.10.3 Segmental Analysis 9167

List Of Tables

LIST OF TABLES

Table 1 ASIA PACIFIC PERSONAL CARE & ELECTRICAL APPLIANCES MARKET (\$MILLION): 2012-2015

Table 2 ASIA PACIFIC PERSONAL CARE & ELECTRICAL APPLIANCES MARKET (\$MILLION): 2016-2022

Table 3 ASIA PACIFIC PERSONAL CARE & ELECTRICAL APPLIANCES MARKET - BY GEOGRAPHY (\$MILLION): 2012-2015

Table 4 ASIA PACIFIC PERSONAL CARE & ELECTRICAL APPLIANCES MARKET - BY GEOGRAPHY (\$MILLION): 2016-2022

Table 5 ASIA PACIFIC PERSONAL CARE & ELECTRICAL APPLIANCES MARKET - BY PRODUCT (\$MILLION): 2012-2015

Table 6 ASIA PACIFIC PERSONAL CARE & ELECTRICAL APPLIANCES MARKET - BY PRODUCT (\$MILLION): 2016-2022

Table 7 ASIA PACIFIC HAIR CARE APPLIANCES MARKET - BY GEOGRAPHY (\$MILLION): 2012-2015

Table 8 ASIA PACIFIC HAIR CARE APPLIANCES MARKET - BY GEOGRAPHY (\$MILLION): 2016-2022

Table 9 ASIA PACIFIC HAIR CARE APPLIANCES MARKET - BY PRODUCT (\$MILLION): 2012-2015

Table 10 ASIA PACIFIC HAIR CARE APPLIANCES MARKET - BY PRODUCT (\$MILLION): 2016-2022

Table 11 ASIA PACIFIC HAIR DRYERS APPLIANCES MARKET - BY GEOGRAPHY (\$MILLION): 2012-2015

Table 12 ASIA PACIFIC HAIR DRYERS APPLIANCES MARKET - BY GEOGRAPHY (\$MILLION): 2016-2022

Table 13 ASIA PACIFIC HAIR STRAIGHTENERS APPLIANCES MARKET - BY GEOGRAPHY (\$MILLION): 2012-2015

Table 14 ASIA PACIFIC HAIR STRAIGHTENERS APPLIANCES MARKET - BY GEOGRAPHY (\$MILLION): 2016-2022

Table 15 ASIA PACIFIC HAIR STYLERS APPLIANCES MARKET - BY GEOGRAPHY (\$MILLION): 2012-2015

Table 16 ASIA PACIFIC HAIR STYLERS APPLIANCES MARKET - BY GEOGRAPHY (\$MILLION): 2016-2022

Table 17 ASIA PACIFIC HAIR REMOVAL APPLIANCES MARKET - BY GEOGRAPHY (\$MILLION): 2012-2015

Table 18 ASIA PACIFIC HAIR REMOVAL APPLIANCES MARKET - BY GEOGRAPHY

(\$MILLION): 2016-2022

Table 19 ASIA PACIFIC HAIR REMOVAL APPLIANCES MARKET - BY PRODUCT

(\$MILLION): 2012-2015

Table 20 ASIA PACIFIC HAIR REMOVAL APPLIANCES MARKET - BY PRODUCT

(\$MILLION): 2016-2022

Table 21 ASIA PACIFIC EPILATORS APPLIANCES MARKET - BY GEOGRAPHY

(\$MILLION): 2012-2015

Table 22 ASIA PACIFIC EPILATORS APPLIANCES MARKET - BY GEOGRAPHY

(\$MILLION): 2016-2022

Table 23 ASIA PACIFIC SHAVERS APPLIANCES MARKET - BY GEOGRAPHY

(\$MILLION): 2012-2015

Table 24 ASIA PACIFIC SHAVERS APPLIANCES MARKET - BY GEOGRAPHY

(\$MILLION): 2016-2022

Table 25 ASIA PACIFIC CLIPPERS APPLIANCES MARKET - BY GEOGRAPHY

(\$MILLION): 2012-2015

Table 26 ASIA PACIFIC CLIPPERS APPLIANCES MARKET - BY GEOGRAPHY

(\$MILLION): 2016-2022

Table 27 ASIA PACIFIC TRIMMERS APPLIANCES MARKET - BY GEOGRAPHY

(\$MILLION): 2012-2015

Table 28 ASIA PACIFIC TRIMMERS APPLIANCES MARKET - BY GEOGRAPHY

(\$MILLION): 2016-2022

Table 29 ASIA PACIFIC ORAL CARE APPLIANCES MARKET - BY GEOGRAPHY

(\$MILLION): 2012-2015

Table 30 ASIA PACIFIC ORAL CARE APPLIANCES MARKET - BY GEOGRAPHY

(\$MILLION): 2016-2022

Table 31 ASIA PACIFIC ORAL CARE APPLIANCES MARKET - BY PRODUCT

(\$MILLION): 2012-2015

Table 32 ASIA PACIFIC ORAL CARE APPLIANCES MARKET - BY PRODUCT

(\$MILLION): 2016-2022

Table 33 ASIA PACIFIC POWERED TOOTHBRUSH MARKET - BY GEOGRAPHY

(\$MILLION): 2012-2015

Table 34 ASIA PACIFIC POWERED TOOTHBRUSH MARKET - BY GEOGRAPHY

(\$MILLION): 2016-2022

Table 35 ASIA PACIFIC OTHER ORAL CARE MARKET - BY GEOGRAPHY

(\$MILLION): 2012-2015

Table 36 ASIA PACIFIC OTHER ORAL CARE MARKET - BY GEOGRAPHY

(\$MILLION): 2016-2022

Table 37 ASIA PACIFIC OTHER APPLIANCES MARKET - BY GEOGRAPHY

(\$MILLION): 2012-2015

Table 38 ASIA PACIFIC OTHER APPLIANCES MARKET - BY GEOGRAPHY (\$MILLION): 2016-2022

Table 39 ASIA PACIFIC PERSONAL CARE AND ELECTRICAL APPLIANCES MARKET - BY GENDER (\$MILLION): 2012-2015

Table 40 ASIA PACIFIC PERSONAL CARE AND ELECTRICAL APPLIANCES MARKET - BY GENDER (\$MILLION): 2016-2022

Table 41 ASIA PACIFIC MALE PERSONAL CARE & ELECTRICAL APPLIANCES MARKET - BY GEOGRAPHY (\$MILLION): 2012-2015

Table 42 ASIA PACIFIC MALE PERSONAL CARE & ELECTRICAL APPLIANCES MARKET - BY GEOGRAPHY (\$MILLION): 2016-2022

Table 43 ASIA PACIFIC FEMALE PERSONAL CARE & ELECTRICAL APPLIANCES MARKET - BY GEOGRAPHY (\$MILLION): 2012-2015

Table 44 ASIA PACIFIC WOMEN PERSONAL CARE & ELECTRICAL APPLIANCES MARKET - BY GEOGRAPHY (\$MILLION): 2016-2022

Table 45 CHINA PERSONAL CARE & ELECTRICAL APPLIANCES MARKET (\$MILLION): 2012-2015

Table 46 CHINA PERSONAL CARE & ELECTRICAL APPLIANCES MARKET (\$MILLION): 2016-2022

Table 47 CHINA PERSONAL CARE & ELECTRICAL APPLIANCES MARKET - BY PRODUCT (\$MILLION): 2012-2015

Table 48 CHINA PERSONAL CARE & ELECTRICAL APPLIANCES MARKET - BY PRODUCT (\$MILLION): 2016-2022

Table 49 CHINA HAIR CARE APPLIANCES MARKET - BY PRODUCT (\$MILLION): 2012-2015

Table 50 CHINA HAIR CARE APPLIANCES MARKET - BY PRODUCT (\$MILLION): 2016-2022

Table 51 CHINA HAIR REMOVAL APPLIANCES MARKET - BY PRODUCT (\$MILLION): 2012-2015

Table 52 CHINA HAIR REMOVAL APPLIANCES MARKET - BY PRODUCT (\$MILLION): 2016-2022

Table 53 CHINA ORAL CARE APPLIANCES MARKET - BY PRODUCT (\$MILLION): 2012-2015

Table 54 CHINA ORAL CARE APPLIANCES MARKET - BY PRODUCT (\$MILLION): 2016-2022

Table 55 CHINA PERSONAL CARE AND ELECTRICAL APPLIANCES MARKET - BY GENDER (\$MILLION): 2012-2015

Table 56 CHINA PERSONAL CARE AND ELECTRICAL APPLIANCES MARKET - BY GENDER (\$MILLION): 2016-2022

Table 57 JAPAN PERSONAL CARE & ELECTRICAL APPLIANCES MARKET

(\$MILLION): 2012-2015

Table 58 JAPAN PERSONAL CARE & ELECTRICAL APPLIANCES MARKET

(\$MILLION): 2016-2022

Table 59 JAPAN PERSONAL CARE & ELECTRICAL APPLIANCES MARKET - BY PRODUCT (\$MILLION): 2012-2015

Table 60 JAPAN PERSONAL CARE & ELECTRICAL APPLIANCES MARKET - BY PRODUCT (\$MILLION): 2016-2022 4810

Table 61 JAPAN HAIR CARE APPLIANCES MARKET - BY PRODUCT (\$MILLION): 2012-2015

Table 62 JAPAN HAIR CARE APPLIANCES MARKET - BY PRODUCT (\$MILLION): 2016-2022

Table 63 JAPAN HAIR REMOVAL APPLIANCES MARKET - BY PRODUCT (\$MILLION): 2012-2015

Table 64 JAPAN HAIR REMOVAL APPLIANCES MARKET - BY PRODUCT (\$MILLION): 2016-2022

Table 65 JAPAN ORAL CARE APPLIANCES MARKET - BY PRODUCT (\$MILLION): 2012-2015

Table 66 JAPAN ORAL CARE APPLIANCES MARKET - BY PRODUCT (\$MILLION): 2016-2022

Table 67 JAPAN PERSONAL CARE AND ELECTRICAL APPLIANCES MARKET - BY GENDER (\$MILLION): 2012-2015

Table 68 JAPAN PERSONAL CARE AND ELECTRICAL APPLIANCES MARKET - BY GENDER (\$MILLION): 2016-2022

Table 69 INDIA PERSONAL CARE & ELECTRICAL APPLIANCES MARKET (\$MILLION): 2012-2015

Table 70 INDIA PERSONAL CARE & ELECTRICAL APPLIANCES MARKET (\$MILLION): 2016-2022

Table 71 INDIA PERSONAL CARE & ELECTRICAL APPLIANCES MARKET - BY PRODUCT (\$MILLION): 2012-2015

Table 72 INDIA PERSONAL CARE & ELECTRICAL APPLIANCES MARKET - BY PRODUCT (\$MILLION): 2016-2022

Table 73 INDIA HAIR CARE APPLIANCES MARKET - BY PRODUCT (\$MILLION): 2012-2015

Table 74 INDIA HAIR CARE APPLIANCES MARKET - BY PRODUCT (\$MILLION): 2016-2022

Table 75 INDIA HAIR REMOVAL APPLIANCES MARKET - BY PRODUCT (\$MILLION): 2012-2015

Table 76 INDIA HAIR REMOVAL APPLIANCES MARKET - BY PRODUCT (\$MILLION): 2016-2022

Table 77 INDIA ORAL CARE APPLIANCES MARKET - BY PRODUCT (\$MILLION):
2012-2015

Table 78 INDIA ORAL CARE APPLIANCES MARKET - BY PRODUCT (\$MILLION):
2016-2022

Table 79 INDIA PERSONAL CARE AND ELECTRICAL APPLIANCES MARKET - BY
GENDER (\$MILLION): 2012-2015

Table 80 INDIA PERSONAL CARE AND ELECTRICAL APPLIANCES MARKET - BY
GENDER (\$MILLION): 2016-2022 5511

Table 81 SOUTH KOREA PERSONAL CARE & ELECTRICAL APPLIANCES MARKET
(\$MILLION): 2012-2015

Table 82 SOUTH KOREA PERSONAL CARE & ELECTRICAL APPLIANCES MARKET
(\$MILLION): 2016-2022

Table 83 SOUTH KOREA PERSONAL CARE & ELECTRICAL APPLIANCES MARKET
- BY PRODUCT (\$MILLION): 2012-2015

Table 84 SOUTH KOREA PERSONAL CARE & ELECTRICAL APPLIANCES MARKET
- BY PRODUCT (\$MILLION): 2016-2022

Table 85 SOUTH KOREA HAIR CARE APPLIANCES MARKET - BY PRODUCT
(\$MILLION): 2012-2015

Table 86 SOUTH KOREA HAIR CARE APPLIANCES MARKET - BY PRODUCT
(\$MILLION): 2016-2022

Table 87 SOUTH KOREA HAIR REMOVAL APPLIANCES MARKET - BY PRODUCT
(\$MILLION): 2012-2015

Table 88 SOUTH KOREA HAIR REMOVAL APPLIANCES MARKET - BY PRODUCT
(\$MILLION): 2016-2022

Table 89 SOUTH KOREA ORAL CARE APPLIANCES MARKET - BY PRODUCT
(\$MILLION): 2012-2015

Table 90 SOUTH KOREA ORAL CARE APPLIANCES MARKET - BY PRODUCT
(\$MILLION): 2016-2022

Table 91 SOUTH KOREA PERSONAL CARE AND ELECTRICAL APPLIANCES
MARKET - BY GENDER (\$MILLION): 2012-2015

Table 92 SOUTH KOREA PERSONAL CARE AND ELECTRICAL APPLIANCES
MARKET - BY GENDER (\$MILLION): 2016-2022

Table 93 SINGAPORE PERSONAL CARE & ELECTRICAL APPLIANCES MARKET
(\$MILLION): 2012-2015

Table 94 SINGAPORE PERSONAL CARE & ELECTRICAL APPLIANCES MARKET
(\$MILLION): 2016-2022

Table 95 SINGAPORE PERSONAL CARE & ELECTRICAL APPLIANCES MARKET -
BY PRODUCT (\$MILLION): 2012-2015

Table 96 SINGAPORE PERSONAL CARE & ELECTRICAL APPLIANCES MARKET -

BY PRODUCT (\$MILLION): 2016-2022

Table 97 SINGAPORE HAIR CARE APPLIANCES MARKET - BY PRODUCT (\$MILLION): 2012-2015

Table 98 SINGAPORE HAIR CARE APPLIANCES MARKET - BY PRODUCT (\$MILLION): 2016-2022

Table 99 SINGAPORE HAIR REMOVAL APPLIANCES MARKET - BY PRODUCT (\$MILLION): 2012-2015

Table 100 SINGAPORE HAIR REMOVAL APPLIANCES MARKET - BY PRODUCT (\$MILLION): 2016-2022 6212

Table 101 SINGAPORE ORAL CARE APPLIANCES MARKET - BY PRODUCT (\$MILLION): 2012-2015

Table 102 SINGAPORE ORAL CARE APPLIANCES MARKET - BY PRODUCT (\$MILLION): 2016-2022

Table 103 SINGAPORE PERSONAL CARE AND ELECTRICAL APPLIANCES MARKET - BY GENDER (\$MILLION): 2012-2015

Table 104 SINGAPORE PERSONAL CARE AND ELECTRICAL APPLIANCES MARKET - BY GENDER (\$MILLION): 2016-2022

Table 105 MALAYSIA PERSONAL CARE & ELECTRICAL APPLIANCES MARKET (\$MILLION): 2012-2015

Table 106 MALAYSIA PERSONAL CARE & ELECTRICAL APPLIANCES MARKET (\$MILLION): 2016-2022

Table 107 MALAYSIA PERSONAL CARE & ELECTRICAL APPLIANCES MARKET - BY PRODUCT (\$MILLION): 2012-2015

Table 108 MALAYSIA PERSONAL CARE & ELECTRICAL APPLIANCES MARKET - BY PRODUCT (\$MILLION): 2016-2022

Table 109 MALAYSIA HAIR CARE APPLIANCES MARKET - BY PRODUCT (\$MILLION): 2012-2015

Table 110 MALAYSIA HAIR CARE APPLIANCES MARKET - BY PRODUCT (\$MILLION): 2016-2022

Table 111 MALAYSIA HAIR REMOVAL APPLIANCES MARKET - BY PRODUCT (\$MILLION): 2012-2015

Table 112 MALAYSIA HAIR REMOVAL APPLIANCES MARKET - BY PRODUCT (\$MILLION): 2016-2022

Table 113 MALAYSIA ORAL CARE APPLIANCES MARKET - BY PRODUCT (\$MILLION): 2012-2015

Table 114 MALAYSIA ORAL CARE APPLIANCES MARKET - BY PRODUCT (\$MILLION): 2016-2022

Table 115 MALAYSIA PERSONAL CARE AND ELECTRICAL APPLIANCES MARKET - BY GENDER (\$MILLION): 2012-2015

Table 116 MALAYSIA PERSONAL CARE AND ELECTRICAL APPLIANCES MARKET - BY GENDER (\$MILLION): 2016-2022

Table 117 REST OF ASIA PACIFIC PERSONAL CARE & ELECTRICAL APPLIANCES MARKET (\$MILLION): 2012-2015

Table 118 REST OF ASIA PACIFIC PERSONAL CARE & ELECTRICAL APPLIANCES MARKET (\$MILLION): 2016-2022

Table 119 REST OF ASIA PACIFIC PERSONAL CARE & ELECTRICAL APPLIANCES MARKET - BY PRODUCT (\$MILLION): 2012-2015

Table 120 REST OF ASIA PACIFIC PERSONAL CARE & ELECTRICAL APPLIANCES MARKET - BY PRODUCT (\$MILLION): 2016-2022 6913

Table 121 REST OF ASIA PACIFIC HAIR CARE APPLIANCES MARKET - BY PRODUCT (\$MILLION): 2012-2015

Table 122 REST OF ASIA PACIFIC HAIR CARE APPLIANCES MARKET - BY PRODUCT (\$MILLION): 2016-2022

Table 123 REST OF ASIA PACIFIC HAIR REMOVAL APPLIANCES MARKET - BY PRODUCT (\$MILLION): 2012-2015

Table 124 REST OF ASIA PACIFIC HAIR REMOVAL APPLIANCES MARKET - BY PRODUCT (\$MILLION): 2016-2022

Table 125 REST OF ASIA PACIFIC ORAL CARE APPLIANCES MARKET - BY PRODUCT (\$MILLION): 2012-2015

Table 126 REST OF ASIA PACIFIC ORAL CARE APPLIANCES MARKET - BY PRODUCT (\$MILLION): 2016-2022

Table 127 REST OF ASIA PACIFIC PERSONAL CARE AND ELECTRICAL APPLIANCES MARKET - BY GENDER (\$MILLION): 2012-2015

Table 128 REST OF ASIA PACIFIC PERSONAL CARE AND ELECTRICAL APPLIANCES MARKET - BY GENDER (\$MILLION): 2016-2022

Table 129 KEY INFORMATION – REMINGTON PRODUCTS.

Table 130 KEY INFORMATION – CONAIR CORPORATION.

Table 131 KEY INFORMATION – GROUPE SEB.

Table 132 KEY INFORMATION – COLGATEPALMOLIVE. ER ROR! BOOKMARK NOT DEFINED.

Table 133 KEY INFORMATION – THE PROCTER & GAMBLE COMPANY (P&G).

Table 134 KEY INFORMATION - KONINKLIJKE PHILIPS N.V.

Table 135 KEY INFORMATION – PANASONIC CORPORATION

Table 136 KEY INFORMATION – HELEN OF TROY L.P.

Table 137 KEY INFORMATION – HOMEDICS INC.

Table 138 KEY INFORMATION – LION CORPORATION.

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