

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.

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