

Europe Personal Care Electrical Appliances Market (2016-2022)

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Abstracts

The demand for various consumer electronics and household appliances witnessed a sharp decline post 2009. Nevertheless, despite fall in various sectors, the personal care electrical appliance managed to stay stable and also did witness steady growth. One of the Key reasons for the steady growth was demand for electric operated appliances for grooming, which lowered the consumer expenses on saloons.

Hair care appliances segment is a sizable market and would witness tremendous growth during the forecast period. The demand would remain positive due to the need for curling irons and other styling products and also growing need for style among the new generation. Hair removal appliances is also expected to witness a faster growth, especially due to growing demand for electric shavers and a shift from manual shavers to electrical shavers and trimmers.

Oral care appliances would witness tremendous growth during the forecast period, led by the powered toothbrushes. Powered toothbrushes have proven to be more efficient in removing plaque and also are easy to use. The need for automated appliances has led to the growth in adoption of powered toothbrushes and would be the largest and most lucrative market during the forecast period.

The report highlights the adoption of Personal Care Electrical Appliances in Europe. Based on the Product, the Europe 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 Germany, UK, France, Russia, Spain, Italy and Rest of Europe.

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 Europe Personal Care Electrical Appliances Market, by Product
 - 1.4.2 Europe Personal Care Electrical Appliances Market, by Gender
 - 1.4.3 Europe 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 Europe Personal Care & Electrical Appliances Market - By Geography

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

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

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

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

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

CHAPTER 5. COUNTRY LEVEL ANALYSIS

- 5.1 Germany Personal Care & Electrical Appliances Market
 - 5.1.1 Germany Personal Care & Electrical Appliances Market - By Product
 - Germany Hair Care Appliances Market - By Product
 - Germany Hair Removal Appliances Market - By Product
 - Germany Oral Care Appliances Market - By Product
 - 5.1.2 Germany Personal Care and Electrical Appliances Market - By Gender
- 5.2 UK Personal Care & Electrical Appliances Market
 - 5.2.1 UK Personal Care & Electrical Appliances Market - By Product
 - UK Hair Care Appliances Market - By Product
 - UK Hair Removal Appliances Market - By Product
 - UK Oral Care Appliances Market - By Product
 - 5.2.2 UK Personal Care and Electrical Appliances Market - By Gender
- 5.3 France Personal Care & Electrical Appliances Market
 - 5.3.1 France Personal Care & Electrical Appliances Market - By Product
 - France Hair Care Appliances Market - By Product
 - France Hair Removal Appliances Market - By Product
 - France Oral Care Appliances Market - By Product
 - 5.3.2 France Personal Care and Electrical Appliances Market - By Gender
- 5.4 Russia Personal Care & Electrical Appliances Market
 - 5.4.1 Russia Personal Care & Electrical Appliances Market - By Product
 - Russia Hair Care Appliances Market - By Product
 - Russia Hair Removal Appliances Market - By Product
 - Russia Oral Care Appliances Market - By Product
 - 5.4.2 Russia Personal Care and Electrical Appliances Market - By Gender

- 5.5 Spain Personal Care & Electrical Appliances Market
 - 5.5.1 Spain Personal Care & Electrical Appliances Market - By Product
 - Spain Hair Care Appliances Market - By Product
 - Spain Hair Removal Appliances Market - By Product
 - Spain Oral Care Appliances Market - By Product
 - 5.5.2 Spain Personal Care and Electrical Appliances Market - By Gender
- 5.6 Italy Personal Care & Electrical Appliances Market
 - 5.6.1 Italy Personal Care & Electrical Appliances Market - By Product
 - Italy Hair Care Appliances Market - By Product
 - Italy Hair Removal Appliances Market - By Product
 - Italy Oral Care Appliances Market - By Product
 - 5.6.2 Italy Personal Care and Electrical Appliances Market - By Gender
- 5.7 Rest of Europe Personal Care & Electrical Appliances Market
 - 5.7.1 Rest of Europe Personal Care & Electrical Appliances Market - By Product
 - Rest of Europe Hair Care Appliances Market - By Product
 - Rest of Europe Hair Removal Appliances Market - By Product
 - Rest of Europe Oral Care Appliances Market - By Product
 - 5.7.2 Rest of Europe 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

List Of Tables

LIST OF TABLES

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Table 18 EUROPE HAIR REMOVAL APPLIANCES MARKET - BY GEOGRAPHY

(\$MILLION): 2016-2022

Table 19 EUROPE HAIR REMOVAL APPLIANCES MARKET - BY PRODUCT

(\$MILLION): 2012-2015

Table 20 EUROPE HAIR REMOVAL APPLIANCES MARKET - BY PRODUCT

(\$MILLION): 2016-2022

Table 21 EUROPE EPILATORS APPLIANCES MARKET - BY GEOGRAPHY

(\$MILLION): 2012-2015

Table 22 EUROPE EPILATORS APPLIANCES MARKET - BY GEOGRAPHY

(\$MILLION): 2016-2022

Table 23 EUROPE SHAVERS APPLIANCES MARKET - BY GEOGRAPHY

(\$MILLION): 2012-2015

Table 24 EUROPE SHAVERS APPLIANCES MARKET - BY GEOGRAPHY

(\$MILLION): 2016-2022

Table 25 EUROPE CLIPPERS APPLIANCES MARKET - BY GEOGRAPHY

(\$MILLION): 2012-2015

Table 26 EUROPE CLIPPERS APPLIANCES MARKET - BY GEOGRAPHY

(\$MILLION): 2016-2022

Table 27 EUROPE TRIMMERS APPLIANCES MARKET - BY GEOGRAPHY

(\$MILLION): 2012-2015

Table 28 EUROPE TRIMMERS APPLIANCES MARKET - BY GEOGRAPHY

(\$MILLION): 2016-2022

Table 29 EUROPE ORAL CARE APPLIANCES MARKET - BY GEOGRAPHY

(\$MILLION): 2012-2015

Table 30 EUROPE ORAL CARE APPLIANCES MARKET - BY GEOGRAPHY

(\$MILLION): 2016-2022

Table 31 EUROPE ORAL CARE APPLIANCES MARKET - BY PRODUCT (\$MILLION):
2012-2015

Table 32 EUROPE ORAL CARE APPLIANCES MARKET - BY PRODUCT (\$MILLION):
2016-2022

Table 33 EUROPE POWERED TOOTHBRUSH MARKET - BY GEOGRAPHY
(\$MILLION): 2012-2015

Table 34 EUROPE POWERED TOOTHBRUSH MARKET - BY GEOGRAPHY
(\$MILLION): 2016-2022

Table 35 EUROPE OTHER ORAL CARE MARKET - BY GEOGRAPHY (\$MILLION):
2012-2015

Table 36 EUROPE OTHER ORAL CARE MARKET - BY GEOGRAPHY (\$MILLION):
2016-2022

Table 37 EUROPE OTHER APPLIANCES MARKET - BY GEOGRAPHY (\$MILLION):
2012-2015

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Table 57 UK PERSONAL CARE & ELECTRICAL APPLIANCES MARKET (\$MILLION):

2012-2015

Table 58 UK PERSONAL CARE & ELECTRICAL APPLIANCES MARKET (\$MILLION):

2016-2022

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Table 83 RUSSIA PERSONAL CARE & ELECTRICAL APPLIANCES MARKET - BY
PRODUCT (\$MILLION): 2012-2015 5510

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

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

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

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

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

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

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

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

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

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

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

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

Table 96 SPAIN PERSONAL CARE & ELECTRICAL APPLIANCES MARKET - BY

PRODUCT (\$MILLION): 2016-2022

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

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

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

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

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

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

Table 103 SPAIN PERSONAL CARE AND ELECTRICAL APPLIANCES MARKET - BY
GENDER (\$MILLION): 2012-2015 6211

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Table 123 REST OF EUROPE HAIR REMOVAL APPLIANCES MARKET - BY PRODUCT (\$MILLION): 2012-2015 6912

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

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

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

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

Table 128 REST OF EUROPE 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. ERROR! 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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