

Global Personal Care Electrical Appliances Market (2016-2022)

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Abstracts

Personal care electrical appliance market is poised to grow at a significant growth rate due to the North American and European markets. Products such as hair straighteners and dryers having great demand in these geographies, the market players are now also targeting Asian nations such as India and China, which have tremendous potential during the forecast period. The oral care products have the most potential to grow and are witnessing significant growth in developed nations. To gain a competitive edge in the market, especially for cost benefits, the market leaders in the developed regions are now focusing on moving to China and other APAC countries to gain the cost advantage.

The global market for personal care electrical appliances is expected to reach a market size of \$26,717.0 million in 2022, growing at a CAGR of 8.4%. The forecast suggests that the sales of the products would remain steady and trend would be positive throughout the forecast period. The global market has been segmented into hair care appliances, hair removal appliances, oral care appliances and other appliances (massagers and heating pads). Hair care appliances segment is a sizable market and would witness tremendous growth during the forecast period.

The report highlights the adoption of Personal Care Electrical Appliances, globally. Based on the Product, the Global 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 geographies

included in the report are North America, Europe, Asia Pacific and LAMEA (Latin America, Middle East and Africa).

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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