

LAMEA Electric Shavers Market Analysis (2018-2024)

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Abstracts

The Latin America, Middle East and Africa Electric shavers Market would witness market growth of 6.5% CAGR during the forecast period (2018 – 2024).

Electric shavers are also called as electronic razors, and are electronic devices that have rotating or oscillating blades. The electric shavers nullify the use of shaving creams, soaps, or even water. The razor is powered by a small DC motor, powered either by batteries or mains electricity. Many modern day electric shavers are powered by rechargeable batteries. Alternatively, an electro-mechanical oscillator driven by an AC-energized solenoid is also used.

Presently LAMEA has lower market penetration as compare to the other regions. However, this region is experiencing growth in demand for personal grooming product owing to increase in awareness and technological advancements. Additionally, increasing disposable income is the other factor that is forcing key players to invest in the market.

Based on the Product type, the Electric shavers market is segmented into Trimmers / Clippers, Rotary Shavers, and Foil Shavers. Based on the Distribution Channel, the market is segmented into Health & Beauty Stores, General Merchandising/Mass Stores, Supermarkets & Hypermarkets, and Other. The end user segment covers Male and Female. Based on countries, the market is segmented into Brazil, Argentina, UAE, Saudi Arabia, South Africa, Nigeria, and Rest of LAMEA.

The market research report covers the analysis of key stake holders of the market. Key companies profiled in the report include Conair Corporation, Koninklijke Philips N.V., Procter & Gamble Co., Panasonic Corporation, BaByliss SARL, Braun GmbH, Spectrum Brands Holdings, Inc, Sakar International, Inc., Helen of Troy Limited, and Wahl GmbH.

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