

LAMEA Personal Care Electrical Appliances Market (2016-2022)

<https://marketpublishers.com/r/LFA100BB281EN.html>

Date: February 2017

Pages: 92

Price: US\$ 1,500.00 (Single User License)

ID: LFA100BB281EN

Abstracts

The LAMEA market for personal care electrical appliances expected to grow at a CAGR of 11.0%. The forecast suggests that the sales of the products would remain steady and trend would be positive throughout the forecast period.

High price is the major factor that has led to the acceptance of non-branded and Chinese products. Nevertheless, consumers are building an inclination towards the branded products, and the need for superior quality products is slowly and steadily picking up in the developing regions.

However, the flip side to it is the Chinese currency gaining strength against the dollar, which would have an adverse impact on the prices. The economic recession in 2009 had a huge impact on the economic health of many countries. 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.

The report highlights the adoption of Personal Care Electrical Appliances in LAMEA (Latin America, Middle East and Africa). 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 countries included in the report are Brazil, Argentina, UAE, Saudi Arabia, South Africa, Nigeria and Rest of LAMEA.

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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