

Africa Electric Shaver Market by Type (Rotary Shaver, Foil Shaver, and Clippers and Trimmers), by Power Source (Battery Powered and Rechargeable/Cordless), by Usage (Dry Electric Shavers and Wet and Dry Electric Shavers), by Distribution Channel (Online and Offline), and by End-User (Men and Women) – Opportunity Analysis and Industry Forecast, 2025–2030

<https://marketpublishers.com/r/A8BA5297A80CEN.html>

Date: April 2025

Pages: 0

Price: US\$ 3,217.00 (Single User License)

ID: A8BA5297A80CEN

Abstracts

Africa Electric Shaver Market size was valued at USD 259.2 million in 2024, and is predicted to reach USD 365.9 million by 2030, at a CAGR of 5.4% from 2025 to 2030. In terms of volume the market size was 2599.1 thousand units in 2024 and is projected to reach 4097.4 thousand units in 2030, with a CAGR of 7.2% from 2025 to 2030.

Africa, encompassing nations such as South Africa and Nigeria, witnesses a growing demand for electric shavers, driven by South Africa's rising urban population. Urban residents increasingly prefer grooming tools that align with their dynamic lifestyles including electric razors that provide both efficiency and convenience. The accessibility of premium grooming products through retail outlets and online channels further fuels the adoption of these devices across the country. This shift heightened the appeal of electric shavers for delivering reliable and swift grooming solutions, thereby fuelling the market's growth.

Moreover, the increasing emphasis on grooming and personal care in Nigeria drives the demand for electric razors as consumers seek for reliable and efficient products that align with their busy routines. This shift in preferences prompts brands to create electric

shavers featuring advanced mechanisms, longer battery life, and sleek designs to meet modern demands. According to the Global System for Mobile Communications Association (GSMA), the beauty and personal care industry makes up 40% of Nigeria's total business activity. This growth highlights evolving consumer priorities, motivating manufacturers to deliver innovative solutions that cater to the changing grooming needs in the market.

However, the short battery life and frequent recharging requirements of electric shavers' restraints the growth of the market, especially for individuals with busy routines or those who travel frequently. Consumers often prefer grooming tools with extended battery performance and consistent reliability, making electric shavers with limited power capacity less appealing. This discourages adoption, prompting many to opt for low-maintenance alternatives such as manual razors that do not rely on battery power. Consequently, these limitations hinder the widespread acceptance of electric shavers, slowing market growth and reducing their appeal worldwide.

On the contrary, the use of sustainability in electric shaver is expected to create growth opportunities of the market as consumers opt for products with minimal environmental impact. Shavers incorporating renewable materials, recyclable parts, and sustainable packaging are increasingly popular. For instance, Braun powers the production of its Series 9 Pro shavers entirely through renewable energy, while Philips uses renewable electricity in blade manufacturing and recycled paper for packaging. Additionally, Philips provides an Eco Passport with each product, showcasing its green practices. These initiatives are anticipated to attract eco-conscious consumers and enhance brand loyalty.

Segment Overview

The Africa electric shaver market is segmented on the basis of type, power source, usage, distribution channel, and end-user.

By Type, the market is classified into rotary shaver, foil shaver, clippers and trimmers.

By Power Source, the market is segmented into battery powered and rechargeable/cordless.

By Usage, the market is divided into dry electric shavers and wet and dry electric shavers.

By Distribution Channel, the market is divided into online and offline.

By End-User, the market is bifurcated into men and women.

Key Benefits

The Africa electric shaver market report provides a quantitative analysis of the current market and estimations from 2025 to 2030. This analysis assists in identifying the prevailing market opportunities.

The study comprises a detailed analysis of the Africa electric shaver market trends, including current and future trends for depicting prevalent investment pockets in the market.

The information related to key drivers, restraints, and opportunities and their impact on the Africa electric shaver is provided in the report.

The competitive analysis of the market players along with their market share in the Africa electric shaver market is provided in the report.

The SWOT analysis and Porter's Five Forces model are elaborated in the study.

The value chain analysis in the market study provides a clear picture of the role of stakeholders.

Contents

1 INTRODUCTION

- 1.1 REPORT DESCRIPTION
- 1.2 RESEARCH METHODOLOGY
 - 1.2.1 SECONDARY RESEARCH
 - 1.2.2 DATA ANALYSIS FRAMEWORK
 - 1.2.3 MARKET SIZE ESTIMATION
 - 1.2.4 FORECASTING
 - 1.2.5 PRIMARY RESEARCH AND DATA VALIDATION

6 AFRICA ELECTRIC SHAVER MARKET BY TYPE

- 6.1 OVERVIEW
- 6.2 ROTARY SHAVER
 - 6.2.1 ROTARY SHAVER MARKET, BY COUNTRY
- 6.3 FOIL SHAVER
 - 6.3.1 FOIL SHAVER MARKET, BY COUNTRY
- 6.4 CLIPPERS AND TRIMMERS
 - 6.4.1 CLIPPERS AND TRIMMERS MARKET, BY TYPE
 - 6.4.1.1 BEARD TRIMMERS MARKET, BY COUNTRY
 - 6.4.1.2 BODY TRIMMER MARKET, BY COUNTRY
 - 6.4.1.3 OTHERS MARKET, BY COUNTRY
 - 6.4.2 CLIPPERS AND TRIMMERS MARKET, BY COUNTRY

7 AFRICA ELECTRIC SHAVER MARKET BY POWER SOURCE

- 7.1 OVERVIEW
- 7.2 BATTERY POWERED
 - 7.2.1 BATTERY POWERED MARKET, BY COUNTRY
- 7.3 RECHARGEABLE/CORDLESS
 - 7.3.1 RECHARGEABLE/CORDLESS MARKET, BY COUNTRY

8 AFRICA ELECTRIC SHAVER MARKET BY USAGE

- 8.1 OVERVIEW
- 8.2 DRY ELECTRIC SHAVERS
 - 8.2.1 DRY ELECTRIC SHAVERS MARKET, BY COUNTRY

8.3 WET AND DRY ELECTRIC SHAVERS

8.3.1 WET AND DRY ELECTRIC SHAVERS MARKET, BY COUNTRY

9 AFRICA ELECTRIC SHAVER MARKET BY DISTRIBUTION CHANNEL

9.1 OVERVIEW

9.2 ONLINE

9.2.1 ONLINE MARKET, BY COUNTRY

9.3 OFFLINE

9.3.1 OFFLINE MARKET, BY COUNTRY

10 AFRICA ELECTRIC SHAVER MARKET BY END-USER

10.1 OVERVIEW

10.2 MEN

10.2.1 MEN MARKET, BY COUNTRY

10.3 WOMEN

10.3.1 WOMEN MARKET, BY COUNTRY

11 AFRICA ELECTRIC SHAVER MARKET, BY COUNTRY

11.1 OVERVIEW

11.2 SOUTH AFRICA

11.2.1 SOUTH AFRICA ELECTRIC SHAVER MARKET, BY TYPE

11.2.2 SOUTH AFRICA ELECTRIC SHAVER MARKET, BY POWER SOURCE

11.2.3 SOUTH AFRICA ELECTRIC SHAVER MARKET, BY USAGE

11.2.4 SOUTH AFRICA ELECTRIC SHAVER MARKET, BY DISTRIBUTION CHANNEL

11.2.5 SOUTH AFRICA ELECTRIC SHAVER MARKET, BY END-USER

11.3 NIGERIA

11.3.1 NIGERIA ELECTRIC SHAVER MARKET, BY TYPE

11.3.2 NIGERIA ELECTRIC SHAVER MARKET, BY POWER SOURCE

11.3.3 NIGERIA ELECTRIC SHAVER MARKET, BY USAGE

11.3.4 NIGERIA ELECTRIC SHAVER MARKET, BY DISTRIBUTION CHANNEL

11.3.5 NIGERIA ELECTRIC SHAVER MARKET, BY END-USER

11.4 GHANA

11.4.1 GHANA ELECTRIC SHAVER MARKET, BY TYPE

11.4.2 GHANA ELECTRIC SHAVER MARKET, BY POWER SOURCE

11.4.3 GHANA ELECTRIC SHAVER MARKET, BY USAGE

11.4.4 GHANA ELECTRIC SHAVER MARKET, BY DISTRIBUTION CHANNEL

11.4.5 GHANA ELECTRIC SHAVER MARKET, BY END-USER

11.5 KENYA

11.5.1 KENYA ELECTRIC SHAVER MARKET, BY TYPE

11.5.2 KENYA ELECTRIC SHAVER MARKET, BY POWER SOURCE

11.5.3 KENYA ELECTRIC SHAVER MARKET, BY USAGE

11.5.4 KENYA ELECTRIC SHAVER MARKET, BY DISTRIBUTION CHANNEL

11.5.5 KENYA ELECTRIC SHAVER MARKET, BY END-USER

11.6 MOROCCO

11.6.1 MOROCCO ELECTRIC SHAVER MARKET, BY TYPE

11.6.2 MOROCCO ELECTRIC SHAVER MARKET, BY POWER SOURCE

11.6.3 MOROCCO ELECTRIC SHAVER MARKET, BY USAGE

11.6.4 MOROCCO ELECTRIC SHAVER MARKET, BY DISTRIBUTION CHANNEL

11.6.5 MOROCCO ELECTRIC SHAVER MARKET, BY END-USER

11.7 EGYPT

11.7.1 EGYPT ELECTRIC SHAVER MARKET, BY TYPE

11.7.2 EGYPT ELECTRIC SHAVER MARKET, BY POWER SOURCE

11.7.3 EGYPT ELECTRIC SHAVER MARKET, BY USAGE

11.7.4 EGYPT ELECTRIC SHAVER MARKET, BY DISTRIBUTION CHANNEL

11.7.5 EGYPT ELECTRIC SHAVER MARKET, BY END-USER

11.8 OTHER AFRICAN COUNTRIES

11.8.1 OTHER AFRICAN COUNTRIES ELECTRIC SHAVER MARKET, BY TYPE

11.8.2 OTHER AFRICAN COUNTRIES ELECTRIC SHAVER MARKET, BY POWER SOURCE

11.8.3 OTHER AFRICAN COUNTRIES ELECTRIC SHAVER MARKET, BY USAGE

11.8.4 OTHER AFRICAN COUNTRIES ELECTRIC SHAVER MARKET, BY DISTRIBUTION CHANNEL

11.8.5 OTHER AFRICAN COUNTRIES ELECTRIC SHAVER MARKET, BY END-USER

12 COMPANY PROFILES

12.1 KONINKLIJKE PHILIPS N.V.

12.1.1 COMPANY OVERVIEW

12.1.2 COMPANY SNAPSHOT

12.1.3 OPERATING BUSINESS SEGMENTS

12.1.4 PRODUCT PORTFOLIO

12.1.5 BUSINESS PERFORMANCE

12.1.6 BUSINESS SEGMENTS

- 12.1.7 GEOGRAPHIC SEGMENTS
- 12.1.8 KEY STRATEGIC MOVES AND DEVELOPMENT
- 12.1.9 PRIMARY MARKET COMPETITORS
- 12.2 PANASONIC HOLDING CORPORATION
 - 12.2.1 COMPANY OVERVIEW
 - 12.2.2 COMPANY SNAPSHOT
 - 12.2.3 OPERATING BUSINESS SEGMENTS
 - 12.2.4 PRODUCT PORTFOLIO
 - 12.2.5 BUSINESS PERFORMANCE
 - 12.2.6 BUSINESS SEGMENTS
 - 12.2.7 GEOGRAPHIC SEGMENTS
 - 12.2.8 KEY STRATEGIC MOVES AND DEVELOPMENT
 - 12.2.9 PRIMARY MARKET COMPETITORS
- 12.3 PROCTER AND GAMBLE (BRAUN)
 - 12.3.1 COMPANY OVERVIEW
 - 12.3.2 COMPANY SNAPSHOT
 - 12.3.3 OPERATING BUSINESS SEGMENTS
 - 12.3.4 PRODUCT PORTFOLIO
 - 12.3.5 BUSINESS PERFORMANCE
 - 12.3.6 BUSINESS SEGMENTS
 - 12.3.7 GEOGRAPHIC SEGMENTS
 - 12.3.8 KEY STRATEGIC MOVES AND DEVELOPMENT
 - 12.3.9 PRIMARY MARKET COMPETITORS
- 12.4 ANDIS COMPANY
 - 12.4.1 COMPANY OVERVIEW
 - 12.4.2 COMPANY SNAPSHOT
 - 12.4.3 OPERATING BUSINESS SEGMENTS
 - 12.4.4 PRODUCT PORTFOLIO
 - 12.4.5 BUSINESS PERFORMANCE
 - 12.4.6 BUSINESS SEGMENTS
 - 12.4.7 GEOGRAPHIC SEGMENTS
 - 12.4.8 KEY STRATEGIC MOVES AND DEVELOPMENT
 - 12.4.9 PRIMARY MARKET COMPETITORS
- 12.5 WAHL CLIPPER CORPORATION
 - 12.5.1 COMPANY OVERVIEW
 - 12.5.2 COMPANY SNAPSHOT
 - 12.5.3 OPERATING BUSINESS SEGMENTS
 - 12.5.4 PRODUCT PORTFOLIO
 - 12.5.5 BUSINESS PERFORMANCE

- 12.5.6 BUSINESS SEGMENTS
- 12.5.7 GEOGRAPHIC SEGMENTS
- 12.5.8 KEY STRATEGIC MOVES AND DEVELOPMENT
- 12.5.9 PRIMARY MARKET COMPETITORS
- 12.6 XIAOMI CORPORATION
 - 12.6.1 COMPANY OVERVIEW
 - 12.6.2 COMPANY SNAPSHOT
 - 12.6.3 OPERATING BUSINESS SEGMENTS
 - 12.6.4 PRODUCT PORTFOLIO
 - 12.6.5 BUSINESS PERFORMANCE
 - 12.6.6 BUSINESS SEGMENTS
 - 12.6.7 GEOGRAPHIC SEGMENTS
 - 12.6.8 KEY STRATEGIC MOVES AND DEVELOPMENT
 - 12.6.9 PRIMARY MARKET COMPETITORS
- 12.7 SPECTRUM BRANDS INC. (REMINGTON)
 - 12.7.1 COMPANY OVERVIEW
 - 12.7.2 COMPANY SNAPSHOT
 - 12.7.3 OPERATING BUSINESS SEGMENTS
 - 12.7.4 PRODUCT PORTFOLIO
 - 12.7.5 BUSINESS PERFORMANCE
 - 12.7.6 BUSINESS SEGMENTS
 - 12.7.7 GEOGRAPHIC SEGMENTS
 - 12.7.8 KEY STRATEGIC MOVES AND DEVELOPMENT
 - 12.7.9 PRIMARY MARKET COMPETITORS
- 12.8 CONAIR LLC
 - 12.8.1 COMPANY OVERVIEW
 - 12.8.2 COMPANY SNAPSHOT
 - 12.8.3 OPERATING BUSINESS SEGMENTS
 - 12.8.4 PRODUCT PORTFOLIO
 - 12.8.5 BUSINESS PERFORMANCE
 - 12.8.6 BUSINESS SEGMENTS
 - 12.8.7 GEOGRAPHIC SEGMENTS
 - 12.8.8 KEY STRATEGIC MOVES AND DEVELOPMENT
 - 12.8.9 PRIMARY MARKET COMPETITORS
- 12.9 BABYLISS PRO
 - 12.9.1 COMPANY OVERVIEW
 - 12.9.2 COMPANY SNAPSHOT
 - 12.9.3 OPERATING BUSINESS SEGMENTS
 - 12.9.4 PRODUCT PORTFOLIO

- 12.9.5 BUSINESS PERFORMANCE
- 12.9.6 BUSINESS SEGMENTS
- 12.9.7 GEOGRAPHIC SEGMENTS
- 12.9.8 KEY STRATEGIC MOVES AND DEVELOPMENT
- 12.9.9 PRIMARY MARKET COMPETITORS
- 12.10 GILLETE (P AND G)
 - 12.10.1 COMPANY OVERVIEW
 - 12.10.2 COMPANY SNAPSHOT
 - 12.10.3 OPERATING BUSINESS SEGMENTS
 - 12.10.4 PRODUCT PORTFOLIO
 - 12.10.5 BUSINESS PERFORMANCE
 - 12.10.6 BUSINESS SEGMENTS
 - 12.10.7 GEOGRAPHIC SEGMENTS
 - 12.10.8 KEY STRATEGIC MOVES AND DEVELOPMENT
 - 12.10.9 PRIMARY MARKET COMPETITORS
- 12.11 EDGEWELL PERSONAL CARE (SCHICK)
 - 12.11.1 COMPANY OVERVIEW
 - 12.11.2 COMPANY SNAPSHOT
 - 12.11.3 OPERATING BUSINESS SEGMENTS
 - 12.11.4 PRODUCT PORTFOLIO
 - 12.11.5 BUSINESS PERFORMANCE
 - 12.11.6 BUSINESS SEGMENTS
 - 12.11.7 GEOGRAPHIC SEGMENTS
 - 12.11.8 KEY STRATEGIC MOVES AND DEVELOPMENT
 - 12.11.9 PRIMARY MARKET COMPETITORS

I would like to order

Product name: Africa Electric Shaver Market by Type (Rotary Shaver, Foil Shaver, and Clippers and Trimmers), by Power Source (Battery Powered and Rechargeable/Cordless), by Usage (Dry Electric Shavers and Wet and Dry Electric Shavers), by Distribution Channel (Online and Offline), and by End-User (Men and Women) – Opportunity Analysis and Industry Forecast, 2025–2030

Product link: <https://marketpublishers.com/r/A8BA5297A80CEN.html>

Price: US\$ 3,217.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/A8BA5297A80CEN.html>