

Asia-Pacific 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

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Abstracts

The Asia-Pacific Electric Shaver Market size was valued at USD 7.18 billion in 2024, and is predicted to reach USD 10.67 billion by 2030, at a CAGR of 6.4% from 2025 to 2030. In terms of volume the market size was 84754.1 thousand units in 2024 and is projected to reach 140879.4 thousand units in 2030, with a CAGR of 8.3% from 2025 to 2030.

The growing focus on self-care drives the demand for electric razors as consumers seek efficient, easy-to-use tools for their grooming routines. With an increasing emphasis on appearance and hygiene, manufacturers integrate advanced features such as skin-sensitive technology and versatile attachments to cater to diverse grooming needs, ensuring comfort and adaptability. This shift marks a broader lifestyle evolution where grooming become a key element of daily self-care, making electric razors and other innovative products more appealing and contributing to the continuous expansion of the market.

Moreover, the rapid expansion of e-commerce in the Asia-Pacific region fuels the demand for electric shavers by providing consumers with effortless access to a wide

array of products. Online platforms allow users to discover advanced models, compare specifications, and read customer feedback, simplifying the buying process and encouraging the adoption of electric razors. This shift to online shopping enhances the visibility and availability of electric shavers, boosting their popularity that ultimately boosts the growth of the market.

However, maintenance and replacement costs pose a significant challenge to market growth, as components such as blades, foils, and batteries require ongoing replacements to maintain efficiency. This adds a layer of complexity and financial burden as users need to invest in specialized tools and cleaning products. Furthermore, the need for specific accessories creates additional costs and limits flexibility. The frequent need for replacement parts increases overall expenses, and in affordability-driven markets increases the costs act and hinders the market growth.

On the contrary, the incorporation of sustainable materials in electric shavers is anticipated to create market opportunities as consumers become more drawn to environmentally responsible products. Shavers that feature renewable materials, recyclable parts, and eco-friendly packaging gains more popularity among buyers who prioritize sustainability. For example, Braun manufactures its Series 9 Pro shavers using only renewable energy while Philips utilizes renewable electricity for blade production and employs recycled paper in its packaging. Additionally, Philips includes an Eco Passport with each product to highlight its sustainability efforts. By adopting these practices, companies increase their connections with eco-conscious consumers, thereby boosting brand loyalty and aligning with shifting consumer values.

Segment Overview

The Asia-Pacific 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.

Regional Analysis

China Holds the Dominant Market Share in the Asia-Pacific Electric Shaver Market

China's expanding personal care and grooming sector fuels the rising demand for electric shavers, driven by a growing focus on self-care and wellness among consumers with busy lifestyles. As health and well-being become a greater priority, more individuals turned to advanced grooming products including electric razors. The China-Britain Business Council states that China's health and wellness market is projected to reach USD 874 billion in 2024, marking a 12.8% growth. This shift in consumer behaviour prompts manufacturers to integrate features such as skin-sensitive technology and various attachments, further boosting the market's ongoing growth.

Additionally, the growing technological advancements further fuels the demand for electric shavers as manufacturers introduce innovative, user-friendly features. These include self-cleaning capabilities, quieter motors, and longer battery life, making electric razors more attractive and appealing to a wider consumer base. For instance, in November 2023, Xiaomi unveiled the MIJIA Electric Shaver S302 in China, featuring an IPX7 waterproof design for effortless cleaning, a double-ring arc blade, and a fully rotating floating head for a smoother shave. Its quick-wash system removes up to 85% of residue in just 15 seconds, while smart transmission technology ensures optimal performance. These advancements encourage consumers to choose high-performance grooming solutions, boosting the market growth.

Key Benefits

The Asia-Pacific 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 Asia-Pacific 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 Asia-Pacific electric shaver market is provided in the report.

The competitive analysis of the market players along with their market share in the Asia-Pacific 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.

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