

# **Australia 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**

Australia Electric Shaver Market size was valued at USD 867.9 million in 2024, and is predicted to reach USD 1285.2 million by 2030, at a CAGR of 6.3% from 2025 to 2030. In terms of volume the market size was 8167.3 thousand units in 2024 and is projected to reach 13384.9 thousand units in 2030, with a CAGR of 8.0% from 2025 to 2030.

Rising disposable incomes in Australia contribute to the expansion of the electric shaver market as consumers with higher purchasing power increasingly invest in premium grooming products. With greater financial flexibility, individuals are drawn to advanced electric shavers that deliver enhanced performance and address their grooming requirements. According to the World Population Review, Australia's average household disposable income reached USD 37,433 in 2022. This upward trend in spending power motivates manufacturers to develop innovative electric shavers with modern features that align with changing consumer preferences, fueling the market's growth.

Moreover, the growing urban population in Australia boosts the demand for electric shavers as city dwellers prioritize grooming products that suit their hectic lifestyles.

Consumers increasingly value efficient solutions, and the accessibility of electric shavers through online channels and retail stores enhances their adoption. According to the UN Population Division, Australia's urban population climbed to 22.49 million in 2022, reflecting the ongoing trend of urban living. This urbanization accelerates the need for advanced grooming tools with features such as rechargeable batteries and ergonomic designs that in turn propels the market growth.

However, the cost of maintenance and replacements including the need for specialized cleaning solutions and frequent replacement of blades, foils, and batteries, add to the overall cost of electric shavers, restricting their market appeal. These ongoing expenses prevent price-sensitive consumers, who often opt for traditional or cartridge razors that are more affordable and easier to maintain. This preference slows the adoption of electric shavers and hinders the market growth.

On the contrary, the adoption of sustainable materials in electric shavers is anticipated to create market growth, with consumers becoming more inclined to choose environmentally conscious products. Shavers designed with renewable materials, recyclable parts, and eco-friendly packaging are appealing to sustainability-driven buyers. For example, Braun manufactures its Series 9 Pro shavers using 100% renewable energy while Philips utilizes renewable electricity in blade production and recycled paper for packaging. Philips also includes an Eco Passport with each product, reflecting its green initiatives. These practices are expected to strengthen consumer relationships, boost brand loyalty, and align with evolving market preferences

## Segment Overview

The Australia 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 Australia 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 Australia 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 Australia electric shaver is provided in the report.

The competitive analysis of the market players along with their market share in the Australia 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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