

# **Canada 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**

Canada Electric Shaver Market size was valued at USD 763.0 million in 2024, and is predicted to reach USD 1541.9 million by 2030, at a CAGR of 11.9% from 2025 to 2030. In terms of volume the market size was 6411.4 thousand units in 2024 and is projected to reach 14509.3 thousand units in 2030, with a CAGR of 13.9% from 2025 to 2030.

The rising disposable income of Canadian consumers significantly contributes to the increased demand for advanced electric shavers and other premium personal care products. These grooming tools, valued for their convenience and modern features, align with the growing preference for efficient solutions in everyday routines. The U.S. Energy Information Administration states that Canada's average per capita disposable income stood at USD 27,994 in 2022 and is forecasted to grow by 11.7%, reaching USD 31,271 by 2035. This financial growth enables consumers to explore high-end grooming options, boosting the expansion of the market.

Moreover, the growing emphasis on beauty and personal care in Canada drives the demand for electric shavers as consumers seek efficient grooming solutions that fit into their busy lifestyles. This trend led to an increased preference for high-performance

grooming tools designed for precision and convenience. Manufacturers are meeting this demand by offering electric shavers with innovative features such as ergonomic designs and precision blades. According to the Trade Facilitation Office Canada, the country's beauty and personal care industry generated USD 7.91 billion in revenue in 2023. This growth highlights the increasing reliance on electric shavers as integral tools in everyday grooming further propelling the market expansion.

However, limited battery life restricts the demand for electric shavers as frequent recharging and declining battery capacity over time creates inconvenience for users, disrupting their grooming routines and reducing device reliability. These challenges are particularly problematic for individuals with busy schedules or those traveling without access to charging facilities. As battery efficiency declines, users encounter increased costs for replacements or experience reduced operating durations that diminishes the attractiveness of electric shavers. In contrast, manual razors provide a consistent, hassle-free alternative, requiring no charging or maintenance that leads to adopt alternatives and reduces the overall growth of the market.

On the contrary, the use of eco-friendly materials in electric shavers is anticipated to create market growth by increasing consumer demand for sustainable products. Shavers made from renewable materials, recyclable elements, and environmentally responsible packaging are becoming popular with consumers who value sustainability. For example, Braun manufactures its Series 9 Pro shavers exclusively with renewable energy while Philips powers its blade manufacturing with renewable electricity and uses recycled paper in its packaging. Additionally, Philips includes an Eco Passport with each product to demonstrate its commitment to green practices. By adopting these sustainability measures, companies build stronger connections with eco-conscious consumers, enhancing brand loyalty.

## Segment Overview

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

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