

# Denmark 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

Denmark Electric Shaver Market size was valued at USD 666.0 million in 2024, and is predicted to reach USD 754.7 million by 2030, at a CAGR of 1.6% from 2025 to 2030. In terms of volume the market size was 3861.5 thousand units in 2024 and is projected to reach 4907.3 thousand units in 2030, with a CAGR of 3.5% from 2025 to 2030.

The rising Denmark's urban population contributes to the growth of the electric shaver market as urban consumers increasingly seek grooming tools to meet their active routines. The preference for electric shavers surged due to their user-friendly design and ability to save time. The UN Population Division highlights that Denmark's urban population reached 5.22 million in 2022. This urbanization trend motivates manufacturers to innovate with features such as rechargeable batteries and smart controls that thereby, accelerates the market's development.

Moreover, Denmark's e-commerce sector expands rapidly, with the personal care segment that drives the electric shaver market. Consumers are increasingly shifting towards online platforms for grooming essentials as these platforms offer convenience, easy comparisons, and access to a variety of products. Personal care items including

electric shavers, represent a substantial share of the revenue generated by the e-commerce sector. The International Trade Agency states that personal care and food combined accounted for 24.3% of Denmark's total e-commerce revenue in 2024. This growth highlights the importance of digital channels in shaping consumer behavior, with electric shavers benefiting from heightened visibility and accessibility that in turn boosts the growth of the market.

However, frequent recharging and limited battery life challenge the market expansion of electric shavers as these drawbacks inconvenience users who value reliability and convenience. For individuals with active lifestyles or frequent travel demands, managing battery performance adds complexity to their routines. In contrast, manual razors require no charging and are seen as simpler and more dependable. These factors collectively reduce the attractiveness of electric shavers, restraining their market growth.

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 Denmark 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 Denmark 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 Denmark 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 Denmark electric shaver is provided in the report.

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