

Europe 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/E21733782BC5EN.html>

Date: April 2025

Pages: 0

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

ID: E21733782BC5EN

Abstracts

The Europe Electric Shaver Market size was valued at USD 7.85 billion in 2024, and is predicted to reach USD 10.27 billion by 2030, at a CAGR of 4.1% from 2025 to 2030. In terms of volume the market size was 57111.0 thousand units in 2024 and is projected to reach 83469.3 thousand units in 2030, with a CAGR of 6.0% from 2025 to 2030.

The growing personal grooming and selfcare drives the demand for electric razors as consumers seek more efficient and convenient ways to maintain their grooming routines. This shift in consumer behaviour encourages manufacturers to innovative features such as skin-sensitive technology and customizable attachments in order to meet diverse grooming preferences. As hygiene and appearance become more prioritized, this transformation in lifestyle habits fuels the demand for advanced grooming tools, propelling the growth of the market.

Moreover, the expansion of urban populations in Europe fuels demand for electric razors due to consumers' increasing busy schedules that creates a need for quick and convenient grooming solutions. As more individuals seek time-efficient options, manufacturers enhance their products with features such as rechargeable batteries and

smart technology to satisfy evolving demands. The rapid urbanization in the region further boosts the demand for electric razors, known for their easy operation, thereby accelerating the market growth.

However, environmental concerns regarding disposal of battery waste and other components such as blades and foils that contributes significantly to electronic waste (e-waste) hinders the market growth. These products particularly batteries contain harmful materials that challenges recycling and thereby, leads to pollution when not disposed of properly. As a result, eco-conscious consumers, who are increasingly aware of the environmental impact of their purchases, opt for more sustainable grooming options such as traditional razors or manual grooming tools. This shift in preference due to reduction in e-waste and adoption of greener alternatives restricts the growth of the electric shaver market.

On the contrary, the use of eco-friendly materials in electric shavers creates a competitive advantage as growing environmental awareness influences consumer preferences. The brands that focus on renewable energy, recyclable components, and environmentally responsible packaging not only meet the demand for sustainable products but also cultivate customer loyalty. 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. This strategic alignment with consumer priorities drives innovation and supports long-term market success.

Segment Overview

The Europe 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

The U.S. Holds the Dominant Market Share in the Europe Electric Shaver Market

The rising focus on wellness and self-care fuels the demand for electric shavers in the expansion of personal care and grooming market. As individuals prioritize hygiene and appearance, the adoption of advanced grooming tools, especially electric razors rise. The Personal Care Association states that the UK's cosmetics and personal care market valued at USD 11.85 billion in 2023. This shift in consumer behaviour encourages the manufacturers to introduce innovative features such as skin-sensitive technology and multifunctional attachments, further accelerating market growth.

Additionally, expansion in urban population in the UK drives the demand for electric razors as consumers' increasing hectic schedules create a greater need for efficient and convenient grooming solutions. To meet these demands, manufacturers incorporate advanced features such as rechargeable batteries and smart technology into their products. According to the UN Population Division, the number of people residing in urban areas in the UK reached 52.52 million in 2022. This growing urbanization boosts the demand for electric razors for their quick and simple operation that in turn contributes the market growth.

Key Benefits

The Europe 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 Europe 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 Europe electric shaver market is provided in the report.

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

2 EUROPE ELECTRIC SHAVER MARKET BY TYPE

- 2.1 OVERVIEW
- 2.2 ROTARY SHAVER
 - 2.2.1 ROTARY SHAVER MARKET, BY COUNTRY
- 2.3 FOIL SHAVER
 - 2.3.1 FOIL SHAVER MARKET, BY COUNTRY
- 2.4 CLIPPERS AND TRIMMERS
 - 2.4.1 CLIPPERS AND TRIMMERS MARKET, BY TYPE
 - 2.4.1.1 BEARD TRIMMERS MARKET, BY COUNTRY
 - 2.4.1.2 BODY TRIMMER MARKET, BY COUNTRY
 - 2.4.1.3 OTHERS MARKET, BY COUNTRY
 - 2.4.2 CLIPPERS AND TRIMMERS MARKET, BY COUNTRY

3 EUROPE ELECTRIC SHAVER MARKET BY POWER SOURCE

- 3.1 OVERVIEW
- 3.2 BATTERY POWERED
 - 3.2.1 BATTERY POWERED MARKET, BY COUNTRY
- 3.3 RECHARGEABLE/CORDLESS
 - 3.3.1 RECHARGEABLE/CORDLESS MARKET, BY COUNTRY

4 EUROPE ELECTRIC SHAVER MARKET BY USAGE

- 4.1 OVERVIEW
- 4.2 DRY ELECTRIC SHAVERS
 - 4.2.1 DRY ELECTRIC SHAVERS MARKET, BY COUNTRY

4.3 WET AND DRY ELECTRIC SHAVERS

4.3.1 WET AND DRY ELECTRIC SHAVERS MARKET, BY COUNTRY

5 EUROPE ELECTRIC SHAVER MARKET BY DISTRIBUTION CHANNEL

5.1 OVERVIEW

5.2 ONLINE

5.2.1 ONLINE MARKET, BY COUNTRY

5.3 OFFLINE

5.3.1 OFFLINE MARKET, BY COUNTRY

6 EUROPE ELECTRIC SHAVER MARKET BY END-USER

6.1 OVERVIEW

6.2 MEN

6.2.1 MEN MARKET, BY COUNTRY

6.3 WOMEN

6.3.1 WOMEN MARKET, BY COUNTRY

7 EUROPE ELECTRIC SHAVER MARKET, BY COUNTRY

7.1 OVERVIEW

7.2 GERMANY

7.2.1 GERMANY ELECTRIC SHAVER MARKET, BY TYPE

7.2.2 GERMANY ELECTRIC SHAVER MARKET, BY POWER SOURCE

7.2.3 GERMANY ELECTRIC SHAVER MARKET, BY USAGE

7.2.4 GERMANY ELECTRIC SHAVER MARKET, BY DISTRIBUTION CHANNEL

7.2.5 GERMANY ELECTRIC SHAVER MARKET, BY END-USER

7.3 FRANCE

7.3.1 FRANCE ELECTRIC SHAVER MARKET, BY TYPE

7.3.2 FRANCE ELECTRIC SHAVER MARKET, BY POWER SOURCE

7.3.3 FRANCE ELECTRIC SHAVER MARKET, BY USAGE

7.3.4 FRANCE ELECTRIC SHAVER MARKET, BY DISTRIBUTION CHANNEL

7.3.5 FRANCE ELECTRIC SHAVER MARKET, BY END-USER

7.4 ITALY

7.4.1 ITALY ELECTRIC SHAVER MARKET, BY TYPE

7.4.2 ITALY ELECTRIC SHAVER MARKET, BY POWER SOURCE

7.4.3 ITALY ELECTRIC SHAVER MARKET, BY USAGE

7.4.4 ITALY ELECTRIC SHAVER MARKET, BY DISTRIBUTION CHANNEL

7.4.5 ITALY ELECTRIC SHAVER MARKET, BY END-USER

7.5 SPAIN

7.5.1 SPAIN ELECTRIC SHAVER MARKET, BY TYPE

7.5.2 SPAIN ELECTRIC SHAVER MARKET, BY POWER SOURCE

7.5.3 SPAIN ELECTRIC SHAVER MARKET, BY USAGE

7.5.4 SPAIN ELECTRIC SHAVER MARKET, BY DISTRIBUTION CHANNEL

7.5.5 SPAIN ELECTRIC SHAVER MARKET, BY END-USER

7.6 UNITED KINGDOM

7.6.1 UNITED KINGDOM ELECTRIC SHAVER MARKET, BY TYPE

7.6.2 UNITED KINGDOM ELECTRIC SHAVER MARKET, BY POWER SOURCE

7.6.3 UNITED KINGDOM ELECTRIC SHAVER MARKET, BY USAGE

7.6.4 UNITED KINGDOM ELECTRIC SHAVER MARKET, BY DISTRIBUTION CHANNEL

7.6.5 UNITED KINGDOM ELECTRIC SHAVER MARKET, BY END-USER

7.7 RUSSIA

7.7.1 RUSSIA ELECTRIC SHAVER MARKET, BY TYPE

7.7.2 RUSSIA ELECTRIC SHAVER MARKET, BY POWER SOURCE

7.7.3 RUSSIA ELECTRIC SHAVER MARKET, BY USAGE

7.7.4 RUSSIA ELECTRIC SHAVER MARKET, BY DISTRIBUTION CHANNEL

7.7.5 RUSSIA ELECTRIC SHAVER MARKET, BY END-USER

7.8 SWEDEN

7.8.1 SWEDEN ELECTRIC SHAVER MARKET, BY TYPE

7.8.2 SWEDEN ELECTRIC SHAVER MARKET, BY POWER SOURCE

7.8.3 SWEDEN ELECTRIC SHAVER MARKET, BY USAGE

7.8.4 SWEDEN ELECTRIC SHAVER MARKET, BY DISTRIBUTION CHANNEL

7.8.5 SWEDEN ELECTRIC SHAVER MARKET, BY END-USER

7.9 NORWAY

7.9.1 NORWAY ELECTRIC SHAVER MARKET, BY TYPE

7.9.2 NORWAY ELECTRIC SHAVER MARKET, BY POWER SOURCE

7.9.3 NORWAY ELECTRIC SHAVER MARKET, BY USAGE

7.9.4 NORWAY ELECTRIC SHAVER MARKET, BY DISTRIBUTION CHANNEL

7.9.5 NORWAY ELECTRIC SHAVER MARKET, BY END-USER

7.10 DENMARK

7.10.1 DENMARK ELECTRIC SHAVER MARKET, BY TYPE

7.10.2 DENMARK ELECTRIC SHAVER MARKET, BY POWER SOURCE

7.10.3 DENMARK ELECTRIC SHAVER MARKET, BY USAGE

7.10.4 DENMARK ELECTRIC SHAVER MARKET, BY DISTRIBUTION CHANNEL

7.10.5 DENMARK ELECTRIC SHAVER MARKET, BY END-USER

7.11 NETHERLANDS

- 7.11.1 NETHERLANDS ELECTRIC SHAVER MARKET, BY TYPE
- 7.11.2 NETHERLANDS ELECTRIC SHAVER MARKET, BY POWER SOURCE
- 7.11.3 NETHERLANDS ELECTRIC SHAVER MARKET, BY USAGE
- 7.11.4 NETHERLANDS ELECTRIC SHAVER MARKET, BY DISTRIBUTION CHANNEL
- 7.11.5 NETHERLANDS ELECTRIC SHAVER MARKET, BY END-USER
- 7.12 FINLAND
 - 7.12.1 FINLAND ELECTRIC SHAVER MARKET, BY TYPE
 - 7.12.2 FINLAND ELECTRIC SHAVER MARKET, BY POWER SOURCE
 - 7.12.3 FINLAND ELECTRIC SHAVER MARKET, BY USAGE
 - 7.12.4 FINLAND ELECTRIC SHAVER MARKET, BY DISTRIBUTION CHANNEL
 - 7.12.5 FINLAND ELECTRIC SHAVER MARKET, BY END-USER
- 7.13 REST OF EUROPE
 - 7.13.1 REST OF EUROPE ELECTRIC SHAVER MARKET, BY TYPE
 - 7.13.2 REST OF EUROPE ELECTRIC SHAVER MARKET, BY POWER SOURCE
 - 7.13.3 REST OF EUROPE ELECTRIC SHAVER MARKET, BY USAGE
 - 7.13.4 REST OF EUROPE ELECTRIC SHAVER MARKET, BY DISTRIBUTION CHANNEL
 - 7.13.5 REST OF EUROPE ELECTRIC SHAVER MARKET, BY END-USER

I would like to order

Product name: Europe 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/E21733782BC5EN.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/E21733782BC5EN.html>