

# **Finland 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/FF1F51901914EN.html>

Date: April 2025

Pages: 0

Price: US\$ 2,517.00 (Single User License)

ID: FF1F51901914EN

## **Abstracts**

Finland Electric Shaver Market size was valued at USD 571.0 million in 2024, and is predicted to reach USD 710.6 million by 2030, at a CAGR of 3.2% from 2025 to 2030. In terms of volume the market size was 3767.6 thousand units in 2024 and is projected to reach 5249.5 thousand units in 2030, with a CAGR of 5.1% from 2025 to 2030.

The rapid growth of e-commerce in Finland accelerates the demand for electric shavers by making it easier for consumers to explore a broad selection of products. Online platforms provide the convenience of comparing various models, reading reviews, and evaluating specifications that helps shoppers make informed decisions. The E-Commerce Europe states that in 2023, 79% of Finns aged 16-74 purchased goods online. This digital shift not only drives sales but also enables brands to reach new markets, expanding their customer base and boosting the electric shaver market in Finland.

Moreover, the increasing urban population drives the expansion of the electric shaver market as city residents seek grooming solutions that complement their busy lifestyles. This shift increases the demand for electric shavers, valued for their convenience and

time-saving qualities. According to the UN Population Division, Finland's urban population reached 4.76 million in 2022. This rising urban living further fuels the demand for electric razors, prompting manufacturers to incorporate innovative features such as smart functions, contributing to the market's growth.

However, limited battery life and frequent charging requirements create barriers for the electric shaver market, especially for users with demanding schedules or those who travel. The need to recharge makes these devices less practical compared to traditional razors, particularly in regions with unreliable power sources. These factors make electric shavers less desirable, restricting their adoption and slowing market expansion.

On the contrary, the incorporation of sustainability in electric shaver is expected to create growth opportunities of the market as consumers opt for products with minimal environmental impact. Shavers incorporating renewable materials, recyclable parts, and sustainable packaging are increasingly popular. For instance, Braun powers the production of its Series 9 Pro shavers entirely through renewable energy, while Philips uses renewable electricity in blade manufacturing and recycled paper for packaging. Additionally, Philips offers an Eco Passport with its products, highlighting its commitment to sustainability. This shift in consumer preferences results in increased brand loyalty and market demand.

## Segment Overview

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

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

## I would like to order

Product name: Finland 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/FF1F51901914EN.html>

Price: US\$ 2,517.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/FF1F51901914EN.html>