

France 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

France Electric Shaver Market size was valued at USD 850.9 million in 2024, and is predicted to reach USD 1208.6 million by 2030, at a CAGR of 5.5% from 2025 to 2030. In terms of volume the market size was 6005.6 thousand units in 2024 and is projected to reach 9564.9 thousand units in 2030, with a CAGR of 7.5% from 2025 to 2030.

The rising online shopping fuels the demand for electric shavers by providing consumers with easier access to a wide range of products, allowing them to compare features, prices, and reviews. This convenience, combined with personalized promotions and home delivery services, encourages more purchases of electric razors. According to the International Trade Administration (ITA), 42 million French consumers shopped online in 2022, with the average transaction amounting to USD 68 and a total spending of USD 3,685. The increased visibility and accessibility of products significantly drives the demand for electric shaver that in turn boosts the market growth.

Moreover, the surge in France's personal care and grooming market propels the demand for advanced grooming products including electric shavers as consumers place more importance on personal hygiene and appearance. The growing preference for

high-performance devices encourages manufacturers to incorporate innovative features into their products. The Personal Care Association states that the cosmetics and personal care sector in France was valued at USD 14.76 billion in 2023, reflecting the shift towards self-care and contributing to the market's growth.

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

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

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