

Germany 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

Germany Electric Shaver Market size was valued at USD 874.8 million in 2024, and is predicted to reach USD 1014.5 million by 2030, at a CAGR of 2.0% from 2025 to 2030. In terms of volume the market size was 5370.8 thousand units in 2024 and is projected to reach 6977.3 thousand units in 2030, with a CAGR of 3.9% from 2025 to 2030.

The growth in disposable incomes accelerates the demand for electric shavers as consumers opt for high-quality grooming tools including electric razors that are appreciated for their advanced features and ease of use. This evolving spending behavior increases the interest in innovative and personalized products, prompting manufacturers to integrate modern technologies into their designs. The Organisation for Economic Co-operation and Development (OECD) states that Germany's household disposable income increased to USD 41,219 in 2023, a 4.3% rise from USD 39,536 in 2022. This rising economic prosperity drives the consumer preference for performance-driven electric shavers that propels the market growth.

Moreover, Germany's personal care and grooming sector fuels the growth of the market as consumers increasingly prioritize self-care and wellness. The heightened focus on

hygiene and appearance results in rising demand for high-performance grooming devices, especially electric shavers. This trend motivates manufacturers to design products with innovative features such as skin-sensitive technology and multifunctional attachments that addresses to diverse grooming requirements. The Personal Care Association reports states that Germany's cosmetics and personal care market reached USD 17.13 billion in 2023. This evolving consumer behavior with advancements in product development further boosts the market 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 Germany 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 Germany 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 Germany 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 Germany electric shaver is provided in the report.

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