

India 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

India Electric Shaver Market size was valued at USD 689.3 million in 2024, and is predicted to reach USD 1263.8 million by 2030, at a CAGR of 10.1% from 2025 to 2030. In terms of volume the market size was 10005.2 thousand units in 2024 and is projected to reach 20316.2 thousand units in 2030, with a CAGR of 11.9% from 2025 to 2030.

The rapid development of India's e-commerce sector contributes to the electric shaver market's expansion, offering consumers greater ease and access to diverse product options. Online platforms and digital marketing innovations make it simpler for buyers to compare prices and specifications, attracting a larger audience. Additionally, the availability of home delivery services eliminates the need for physical store visits, further enhancing the appeal of online shopping. According to the Ministry of Commerce and Industry, India's e-commerce market is projected to reach USD 37 billion by 2025, with a CAGR of 31%. This growing reliance on e-commerce platforms boosts the accessibility of electric shavers, providing brands with a chance to connect with new customers and adapt to evolving preferences that in turn propels the market growth.

Moreover, the electric shaver market expands as brands invest in product innovation

and portfolio diversification to cater to the rising demand for grooming solutions. Companies launch electric shavers, and other personal care devices that are designed to enhance convenience and performance. In February 2022, Gillette introduced Braun, its electric grooming appliance brand, in India to address the growing interest in men's personal care products. Braun's lineup includes a variety of high-performance shavers and trimmers to meet consumer needs for ease of use and efficiency. This continued focus on innovation and broader product offerings is expected to drive further growth of the market, aligning with evolving consumer preferences.

However, affordable alternatives including traditional and cartridge razors restricts the growth of the electric shaver market. These manual grooming tools are not only accessible but also considerably cheaper that makes them a practical choice for consumers with budget constraints. Their cost-effectiveness, combined with straightforward functionality and minimal maintenance needs, makes them a competitive option against electric shavers that require higher upfront and ongoing expenses. This preference for economical grooming solutions reduces the demand for electric shavers, hindering their wider adoption and 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 India 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 India 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 India 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 India electric shaver is provided in the report.

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