

Indonesia 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

Indonesia Electric Shaver Market size was valued at USD 374.3 million in 2024, and is predicted to reach USD 591.9 million by 2030, at a CAGR of 7.5% from 2025 to 2030. In terms of volume the market size was 4574.9 units in 2024 and is projected to reach 8017.4 units in 2030, with a CAGR of 9.2% from 2025 to 2030.

Indonesia's growing urban population boosts the demand for electric shavers as city residents increasingly seek grooming tools that offer efficiency and convenience to match their dynamic lifestyles. The accessibility of high-performance grooming products through e-commerce platforms and retail outlets increased the country's market presence. According to the UN Population Division, Indonesia's urban population reached 159.61 million in 2022, underscoring the pace of urbanization. This shift fuels a preference for premium electric razors equipped with advanced technology and quick operation. In response, manufacturers are developing innovative designs and features to meet the needs of urban consumers, thereby fuelling market expansion.

Moreover, the rapid expansion of Indonesia's e-commerce sector is significantly contributing to the rising demand for electric shavers. Online shopping platforms offer

unmatched convenience including home delivery, competitive pricing, and personalized recommendations that appeal to busy consumers. This led to a surge in the purchase of electric razors through digital channels. According to the International Trade Administration (ITA), Indonesia's e-commerce market is forecasted to grow from USD 52.93 billion in 2023 to USD 86.81 billion by 2028, achieving a CAGR of 10.4%. This digital growth presents substantial opportunities for brands to connect with a broader audience and address shifting consumer demands. By enhancing the ease of shopping and increasing product visibility, e-commerce platforms are driving higher adoption rates for electric shavers as part of modern grooming habits that in turn propels the market growth.

However, the cost of maintenance and replacements including the need for specialized cleaning solutions and frequent replacement of blades, foils, and batteries, add to the overall cost of electric shavers, restricting their market appeal. These ongoing expenses prevent price-sensitive consumers, who often opt for traditional or cartridge razors that are more affordable and easier to maintain. This preference slows the adoption of electric shavers and hinders the market growth.

On the contrary, the integration of sustainable materials in electric shavers is anticipated to create market growth as consumers are becoming more inclined to choose environmentally conscious products. Shavers designed with renewable materials, recyclable parts, and eco-friendly packaging are appealing to sustainability-driven buyers. For example, Braun manufactures its Series 9 Pro shavers using 100% renewable energy while Philips utilizes renewable electricity in blade production and recycled paper for packaging. Philips also includes an Eco Passport with each product, reflecting its green initiatives. These practices are expected to strengthen consumer relationships, boost brand loyalty, and align with evolving market preferences

Segment Overview

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

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