

# Italy 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

Italy Electric Shaver Market size was valued at USD 788.2 million in 2023, and is predicted to reach USD 1047.4 million by 2030, at a CAGR of 4.4% from 2025 to 2030. In terms of volume the market size was 6478.8 thousand units in 2024 and is projected to reach 9648.4 thousand units in 2030, with a CAGR of 6.3% from 2025 to 2030.

The rising personal care and grooming sector in Italy significantly influences the demand for advanced products including electric shaver, as consumers focus more on their appearance and hygiene. This shift in consumer behavior toward self-care creates a growing need for high-quality devices with advanced functionalities. The Personal Care Association states that Italy's cosmetics and personal care market was valued at USD 13.47 billion in 2023. These high market share highlights the demand for innovative electric razors for efficient grooming methods that ultimately boosts the market growth.

Moreover, the increasing urban population in Italy drives the expansion of the electric shaver market as city residents seek grooming tools that meet their fast-paced lifestyles. The growing preference for efficient products led to increase adoption of

electric shavers for their convenience and time-saving capabilities. According to the UN Population Division, Italy's urban population reached 42.23 million in 2022. This urbanization trend encourages manufacturers to introduce innovative models featuring rechargeable batteries and smart technology, supporting further market development.

However, the continuous maintenance and replacement costs associated with electric shavers including the need for regular cleaning and part replacements, drive up overall expenses that discourages potential buyers. These recurring expenses, combined with the time and effort needed for maintenance that makes electric razors less appealing when compared to manual razors. These factors hinder the market's growth, particularly in consumer segments that value convenience and affordability over more complex grooming solutions.

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

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