

Japan 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

Japan Electric Shaver Market size was valued at USD 1.21 billion in 2024, and is predicted to reach USD 1.52 billion by 2030, at a CAGR of 3.4% from 2025 to 2030. In terms of volume the market size was 12896.5 thousand units in 2024 and is projected to reach 17949.4 thousand units in 2030, with a CAGR of 5.1% from 2025 to 2030.

The rising disposable income in Japan drives the demand for electric shavers as consumers with greater spending capacity increasingly opt for premium grooming solutions. This economic progress allows individuals to invest in advanced shaving devices featuring innovative technologies that improve precision and convenience. The U.S. Energy Information Administration states that Japan's per capita disposable income stood at USD 22,970 in 2022 and is anticipated to reach to USD 25,237 by 2030, marking a 9.9% increase. This increasing trend motivates manufacturers to develop diverse, advanced models that in turn propels the market's expansion.

Moreover, increasing technological advancements boosts the demand for electric shavers in Japan by introducing innovative features that enhance the shaving experience. Developments such as AI-powered sensors, quieter motors, and enhanced

battery efficiency make electric razors more attractive and accessible. For example, in January 2022, Panasonic launched the Arc6, its first 6-blade shaver to meet the demand for individuals with thicker stubble. This model includes two finishing blades, two lifting blades, and two stubble blades, delivering precision through advanced Japanese blade craftsmanship and an ultra-fast linear motor capable of 84,000 cuts per minute. The emergence of such sophisticated shavers appeals to consumers seeking high-quality grooming devices, further accelerating market development in Japan.

However, the disposal of batteries, blades, and foils from electric shavers raises environmental concerns, contributing to the growing problem of electronic waste and challenging the market's progress. These components require specialized disposal processes that harm the environment. As sustainability awareness grows, eco-conscious consumers are increasingly choosing traditional grooming alternatives such as reusable or biodegradable razors. This preference signifies a commitment to reducing environmental impact and aligns with broader sustainability efforts, limiting the expansion and acceptance of electric shavers in the market.

On the contrary, the integration of sustainable materials in electric shavers is anticipated to create market opportunities as eco-conscious consumers gravitate towards environmentally friendly options. Products incorporating renewable materials, recyclable parts, and sustainable packaging are gaining traction among buyers who value sustainability. For example, Braun manufactures its Series 9 Pro shavers using renewable energy exclusively, while Philips employs renewable electricity for blade production and recycled paper for packaging. Additionally, Philips includes an Eco Passport with its products to highlight its green practices. Thus, such efforts are expected to resonate with sustainability-focused consumers, strengthening loyalty and driving demand.

Segment Overview

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

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