

Latin America 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

<https://marketpublishers.com/r/L22A7B6A1C68EN.html>

Date: April 2025

Pages: 0

Price: US\$ 3,217.00 (Single User License)

ID: L22A7B6A1C68EN

Abstracts

Latin America Electric Shaver Market size was valued at USD 627.5 million in 2024, and is predicted to reach USD 683.9 million by 2030, at a CAGR of 0.9% from 2025 to 2030. In terms of volume the market size was 6860.9 thousand units in 2024 and is projected to reach 9212.3 thousand units in 2030, with a CAGR of 4.4% from 2025 to 2030.

In Latin America, countries such as Brazil, Chile, and Argentina witness shifts in consumer behavior due to rising disposable incomes. In Brazil, in particular, increasing financial flexibility boosts the demand for electric shavers as consumers opt for premium grooming products with advanced features. This trend reflects a growing willingness to invest in high-quality tools for everyday grooming. According to the U.S. Energy Information Administration, Brazil's disposable income per capita stood at USD 11,919 in 2022 and is projected to grow to USD 12,435 by 2035, a 4.3% rise. This rise encourages manufacturers to develop innovative electric razors, propelling the market's expansion in the region.

Moreover, the growth of Argentina's e-commerce sector fuels the demand for electric shavers by streamlining access to a wide range of products. Advanced online shopping

platforms allow consumers to easily evaluate product options, boosting confidence in their purchasing choices. The Global Payments Report 2023 states that Argentina's e-commerce market is anticipated to rise from USD 19 billion in 2022 to USD 41 billion by 2026, signaling a rapid shift toward digital retail. This trend amplifies the visibility of electric shavers, helping brands connect with new customer segments and driving market expansion.

However, the widespread availability and affordability of traditional and manual razors restricts the growth of electric shaver market by offering cost-effective alternatives. These simpler options appeal to budget-conscious consumers due to their lower initial cost and minimal maintenance requirements. As compared to electric shavers that involve higher expenses and periodic upkeep, manual razors present an economical choice for many. This preference for low-maintenance grooming tools drives consumers to opt for cartridge razors, limiting the adoption of electric shavers and slowing the growth of the electric grooming device market.

On the contrary, the use of sustainability in electric shaver is anticipated to create growth opportunities of the market as consumers opt for products with minimal environmental impact. Shavers incorporating renewable materials, recyclable parts, and sustainable packaging are increasingly popular. For instance, Braun powers the production of its Series 9 Pro shavers entirely through renewable energy, while Philips uses renewable electricity in blade manufacturing and recycled paper for packaging. Additionally, Philips offers an Eco Passport with its products, highlighting its commitment to sustainability. This shift in consumer preferences results in increased brand loyalty and market demand.

Segment Overview

The Latin America 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 Latin America 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 Latin America 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 Latin America electric shaver is provided in the report.

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