

# **Mexico 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**

Mexico Electric Shaver Market size was valued at USD 543.0 million in 2024, and is predicted to reach USD 1207.9 million by 2030, at a CAGR of 13.6% from 2025 to 2030. In terms of volume the market size was 6017.9 thousand units in 2024 and is projected to reach 14988.3 thousand units in 2030, with a CAGR of 15.7% from 2025 to 2030.

The rising cosmetics and personal care industry in Mexico fuels the demand for electric razors as consumers place greater importance on grooming and self-care. With an increased focus on appearance and wellness, many individuals are turning to efficient grooming tools including electric shavers to streamline their routines at home. The International Trade Administration states that Mexico's cosmetics and personal care market reached a valuation of USD 7.24 million in 2022. This growing interest in personal grooming is driving demand for electric shavers and inspiring brands to introduce innovative features to meet the local preferences that in turn contributes to the market growth.

Moreover, the increasing urbanization in Mexico boosts the demand for electric razors as city dwellers prioritize grooming tools that align with their active and demanding

routines. The UN Population Division indicates that Mexico's urban population reached to 103.7 million in 2022, an 18.4% rise since 2010. This urban shift drives the interest in electric razors that offer features including enhanced battery performance and ease of use, catering to consumer needs. In response, manufacturers are focusing on innovation that continues to propel the growth of the electric razor market.

However, the widespread availability of inexpensive traditional and manual razors hinders the growth of the electric shaver market as these alternatives offer a cost-effective and easily accessible grooming solution. Their affordability and straightforward use appeal to consumers prioritizing budget-friendly options. Moreover, manual razors require little to no maintenance, unlike electric shavers, that entail higher initial investment and ongoing upkeep. This preference for economical and low-maintenance tools steers many consumers toward cartridge razors, restricting the growth potential of electric grooming devices.

On the contrary, the adoption of sustainable materials in electric shavers is anticipated to create market growth, with consumers 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

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

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