

# **Middle East 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/M8380A4D23C4EN.html>

Date: April 2025

Pages: 0

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

ID: M8380A4D23C4EN

## **Abstracts**

Middle East Electric Shaver Market size was valued at USD 625.3 million in 2024, and is predicted to reach USD 766.2 million by 2030, at a CAGR of 2.9% from 2025 to 2030. In terms of volume the market size was 5996.7 thousand units in 2024 and is projected to reach 7440.3 thousand units in 2030, with a CAGR of 3.1% from 2025 to 2030.

In the Middle East, countries such as the United Arab Emirates (UAE) and Saudi Arabia fuels the market expansion, led by the UAE's urbanization. As city residents adopt fast-paced lifestyles, the need for convenient grooming tools surged. The accessibility of premium products through retail stores and online platforms fueled the Middle East's competitive edge. According to the UN Population Division, the UAE's urban population reached 8.27 million in 2022, highlighting the region's urbanization. This trend toward fast and reliable grooming solutions driven by the adoption of electric shavers, supporting market progress in the region.

Moreover, increased disposable income in the Middle East drives the growth of the electric shaver market, with consumers showing a preference for premium grooming products. Improved financial stability allows individuals to invest in innovative electric

shavers that align with their fast-paced lifestyles. According to the U.S. Energy Information Administration, disposable income per capita in the region stood at USD 5,155 in 2022 and is anticipated to reach USD 5,728 by 2035. This rising purchasing power propels demand for advanced grooming tools, motivating manufacturers to introduce advanced designs and expand their portfolios that in turn boosts 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 Middle East 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 Middle East 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 Middle East 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 Middle East electric shaver is provided in the report.

The competitive analysis of the market players along with their market share in the Middle East 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.

## Contents

### **1 INTRODUCTION**

- 1.1 REPORT DESCRIPTION
- 1.2 RESEARCH METHODOLOGY
  - 1.2.1 SECONDARY RESEARCH
  - 1.2.2 DATA ANALYSIS FRAMEWORK
  - 1.2.3 MARKET SIZE ESTIMATION
  - 1.2.4 FORECASTING
  - 1.2.5 PRIMARY RESEARCH AND DATA VALIDATION

### **6 MIDDLE EAST ELECTRIC SHAVER MARKET BY TYPE**

- 6.1 OVERVIEW
- 6.2 ROTARY SHAVER
  - 6.2.1 ROTARY SHAVER MARKET, BY COUNTRY
- 6.3 FOIL SHAVER
  - 6.3.1 FOIL SHAVER MARKET, BY COUNTRY
- 6.4 CLIPPERS AND TRIMMERS
  - 6.4.1 CLIPPERS AND TRIMMERS MARKET, BY TYPE
    - 6.4.1.1 BEARD TRIMMERS MARKET, BY COUNTRY
    - 6.4.1.2 BODY TRIMMER MARKET, BY COUNTRY
    - 6.4.1.3 OTHERS MARKET, BY COUNTRY
  - 6.4.2 CLIPPERS AND TRIMMERS MARKET, BY COUNTRY

### **7 MIDDLE EAST ELECTRIC SHAVER MARKET BY POWER SOURCE**

- 7.1 OVERVIEW
- 7.2 BATTERY POWERED
  - 7.2.1 BATTERY POWERED MARKET, BY COUNTRY
- 7.3 RECHARGEABLE/CORDLESS
  - 7.3.1 RECHARGEABLE/CORDLESS MARKET, BY COUNTRY

### **8 MIDDLE EAST ELECTRIC SHAVER MARKET BY USAGE**

- 8.1 OVERVIEW
- 8.2 DRY ELECTRIC SHAVERS
  - 8.2.1 DRY ELECTRIC SHAVERS MARKET, BY COUNTRY

## 8.3 WET AND DRY ELECTRIC SHAVERS

### 8.3.1 WET AND DRY ELECTRIC SHAVERS MARKET, BY COUNTRY

## **9 MIDDLE EAST ELECTRIC SHAVER MARKET BY DISTRIBUTION CHANNEL**

### 9.1 OVERVIEW

### 9.2 ONLINE

#### 9.2.1 ONLINE MARKET, BY COUNTRY

### 9.3 OFFLINE

#### 9.3.1 OFFLINE MARKET, BY COUNTRY

## **10 MIDDLE EAST ELECTRIC SHAVER MARKET BY END-USER**

### 10.1 OVERVIEW

### 10.2 MEN

#### 10.2.1 MEN MARKET, BY COUNTRY

### 10.3 WOMEN

#### 10.3.1 WOMEN MARKET, BY COUNTRY

## **11 MIDDLE EAST ELECTRIC SHAVER MARKET, BY COUNTRY**

### 11.1 OVERVIEW

### 11.2 UAE

#### 11.2.1 UAE ELECTRIC SHAVER MARKET, BY TYPE

#### 11.2.2 UAE ELECTRIC SHAVER MARKET, BY POWER SOURCE

#### 11.2.3 UAE ELECTRIC SHAVER MARKET, BY USAGE

#### 11.2.4 UAE ELECTRIC SHAVER MARKET, BY DISTRIBUTION CHANNEL

#### 11.2.5 UAE ELECTRIC SHAVER MARKET, BY END-USER

### 11.3 SAUDI ARABIA

#### 11.3.1 SAUDI ARABIA ELECTRIC SHAVER MARKET, BY TYPE

#### 11.3.2 SAUDI ARABIA ELECTRIC SHAVER MARKET, BY POWER SOURCE

#### 11.3.3 SAUDI ARABIA ELECTRIC SHAVER MARKET, BY USAGE

#### 11.3.4 SAUDI ARABIA ELECTRIC SHAVER MARKET, BY DISTRIBUTION CHANNEL

#### 11.3.5 SAUDI ARABIA ELECTRIC SHAVER MARKET, BY END-USER

### 11.4 ISRAEL

#### 11.4.1 ISRAEL ELECTRIC SHAVER MARKET, BY TYPE

#### 11.4.2 ISRAEL ELECTRIC SHAVER MARKET, BY POWER SOURCE

#### 11.4.3 ISRAEL ELECTRIC SHAVER MARKET, BY USAGE

#### 11.4.4 ISRAEL ELECTRIC SHAVER MARKET, BY DISTRIBUTION CHANNEL

- 11.4.5 ISRAEL ELECTRIC SHAVER MARKET, BY END-USER
- 11.5 KUWAIT
  - 11.5.1 KUWAIT ELECTRIC SHAVER MARKET, BY TYPE
  - 11.5.2 KUWAIT ELECTRIC SHAVER MARKET, BY POWER SOURCE
  - 11.5.3 KUWAIT ELECTRIC SHAVER MARKET, BY USAGE
  - 11.5.4 KUWAIT ELECTRIC SHAVER MARKET, BY DISTRIBUTION CHANNEL
  - 11.5.5 KUWAIT ELECTRIC SHAVER MARKET, BY END-USER
- 11.6 OMAN
  - 11.6.1 OMAN ELECTRIC SHAVER MARKET, BY TYPE
  - 11.6.2 OMAN ELECTRIC SHAVER MARKET, BY POWER SOURCE
  - 11.6.3 OMAN ELECTRIC SHAVER MARKET, BY USAGE
  - 11.6.4 OMAN ELECTRIC SHAVER MARKET, BY DISTRIBUTION CHANNEL
  - 11.6.5 OMAN ELECTRIC SHAVER MARKET, BY END-USER
- 11.7 QATAR
  - 11.7.1 QATAR ELECTRIC SHAVER MARKET, BY TYPE
  - 11.7.2 QATAR ELECTRIC SHAVER MARKET, BY POWER SOURCE
  - 11.7.3 QATAR ELECTRIC SHAVER MARKET, BY USAGE
  - 11.7.4 QATAR ELECTRIC SHAVER MARKET, BY DISTRIBUTION CHANNEL
  - 11.7.5 QATAR ELECTRIC SHAVER MARKET, BY END-USER
- 11.8 REST OF MIDDLE EAST
  - 11.8.1 REST OF MIDDLE EAST ELECTRIC SHAVER MARKET, BY TYPE
  - 11.8.2 REST OF MIDDLE EAST ELECTRIC SHAVER MARKET, BY POWER SOURCE
  - 11.8.3 REST OF MIDDLE EAST ELECTRIC SHAVER MARKET, BY USAGE
  - 11.8.4 REST OF MIDDLE EAST ELECTRIC SHAVER MARKET, BY DISTRIBUTION CHANNEL
  - 11.8.5 REST OF MIDDLE EAST ELECTRIC SHAVER MARKET, BY END-USER

## I would like to order

Product name: Middle East 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

Product link: <https://marketpublishers.com/r/M8380A4D23C4EN.html>

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

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/M8380A4D23C4EN.html>