

# **Netherlands 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**

Netherlands Electric Shaver Market size was valued at USD 611.9 million in 2024, and is predicted to reach USD 672.6 million by 2030, at a CAGR of 1.1% from 2025 to 2030. In terms of volume the market size was 4340.4 thousand units in 2024 and is projected to reach 5349.7 thousand units in 2030, with a CAGR of 3.0% from 2025 to 2030.

The rising disposable income boosts the demand for electric shaver as consumers are increasingly inclined to invest in premium grooming products featuring advanced technologies. As purchasing power grows, the demand for electric razors that deliver convenience and top-tier performance also increases, addressing the need for efficient and high-quality personal care tools. The World Population Review reports that the disposable income per household in the Netherlands reached USD 34,984 in 2022, highlighting a financial trend that supports ongoing growth in the market. This shift toward higher-end products presents significant opportunities for brands to innovate and cater to evolving consumer needs.

Moreover, the growth of the urban population in the Netherlands fuels the market expansion as busy city residents increasingly prioritize efficient grooming products. This

shift in lifestyle led to a rising demand for electric shavers that are appreciated for their ease of use and time-saving benefits. According to the UN Population Division, the urban population in the Netherlands grew to 16.44 million in 2022, up from 14.48 million in 2010, reflecting an increase of 13.5%. As urban living continues to rise, manufacturers respond by incorporating innovative features such as rechargeable batteries and smart technology that further enhances the appeal of electric shavers. These advancements not only improve convenience but also provide a more personalized grooming experience, driving the continued growth of the market.

However, the presence of traditional and cartridge razors that are less expensive and more widely accessible, restricts the electric shaver market's growth. These manual razors offer a simple, low-cost solution that appeals to many consumers, especially in price-sensitive markets. With fewer maintenance needs, manual razors are favored over electric shavers, thereby hindering the overall demand for electric grooming devices.

On the contrary, the incorporation of sustainability in electric shaver is expected 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 Netherlands 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 Netherlands 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 Netherlands 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 Netherlands electric shaver is provided in the report.

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