

North 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

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Abstracts

The North America Electric Shaver Market size was valued at USD 5.73 billion in 2024, and is predicted to reach USD 9.80 billion by 2030, at a CAGR of 8.8% from 2025 to 2030. In terms of volume the market size was 56918.2 thousand units in 2024 and is projected to reach 108847.2 thousand units in 2030, with a CAGR of 10.8% from 2025 to 2030.

The growing personal grooming and selfcare drives the demand for electric razors as consumers seek more efficient and convenient ways to maintain their grooming routines. This shift in consumer behaviour encourages manufacturers to innovative features such as skin-sensitive technology and customizable attachments in order to meet diverse grooming preferences. As hygiene and appearance become more prioritized, this transformation in lifestyle habits fuels the demand for advanced grooming tools, propelling the growth of the market.

Moreover, rising disposable income shapes the consumer behaviour as it led to invest in high-end personal care products such as electric shavers. These innovative grooming devices combine convenience, efficiency, and advanced features addresses to the

increasing demand for solutions that streamline daily routines while providing exceptional results. As consumers become more inclined to invest in premium grooming products, the market experiences consistent growth. This shift signifies a wider trend of prioritizing personal care and embracing tools that improve the grooming process, making it more efficient and enjoyable.

However, the widespread use of traditional and cartridge razors that are not only budget-friendly but also available across various retail channels restrains the growth of the market. Their affordability resonates with cost-sensitive consumers, especially in price-competitive markets. Their presence in nearly all retail formats including pharmacies, supermarkets, and e-commerce platforms, ensures that consumers rarely feel the need to explore alternatives.

On the contrary, the use of eco-friendly materials in electric shavers creates a competitive advantage as growing environmental awareness influences consumer preferences. The brands that focus on renewable energy, recyclable components, and environmentally responsible packaging not only meet the demand for sustainable products but also cultivate customer loyalty. For example, Braun manufactures its Series 9 Pro shavers using only renewable energy while Philips utilizes renewable electricity for blade production and employs recycled paper in its packaging. Additionally, Philips includes an Eco Passport with each product to highlight its sustainability efforts. This strategic alignment with consumer priorities drives innovation and supports long-term market success.

Segment Overview

The North 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.

Regional Analysis

The U.S. Holds the Dominant Market Share in the North America Electric Shaver Market

The growing demand for electric razors is fueled by the rapid rise of the grooming and personal care industry as consumers increasingly focus on wellness and self-care. In response, manufacturers introduced innovations such as skin-sensitive The Personal Care Council states that the U.S. personal care products sector generated USD 210.6 billion in sales and contributed USD 308.7 billion to the nation's GDP in 2022. This shift in consumer habits towards personal hygiene and appearance accelerates the expansion of the electric shaver market.

Additionally, the expansion in urbanization fuels the market growth as more city residents seek for convenient and time-saving grooming solutions that fit their busy lifestyles. The UN Population Division states that the U.S. urban population grew by 10.8%, rising from 249.9 million in 2010 to 276.9 million in 2022. Electric razors are easy to use and incorporated with advanced features such as rechargeable batteries, smart controls, and customizable attachments that meet the growing needs of urban consumers. As urbanization rises, manufacturers continuously innovate to meet the changing demands of city dwellers, driving the growth of the electric shaver market.

Key Benefits

The North 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 North 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 North America electric shaver market is provided in the report.

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