

# **Norway 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**

Norway Electric Shaver Market size was valued at USD 499.9 million in 2024, and is predicted to reach USD 886.1 million by 2030, at a CAGR of 9.4% from 2025 to 2030. In terms of volume the market size was 3242.2 thousand units in 2024 and is projected to reach 6434.8 thousand units in 2030, with a CAGR of 11.4% from 2025 to 2030.

The expansion of Norway's e-commerce sector fuels the demand for electric shavers by giving consumers convenient access to a wide variety of products. Online platforms allow shoppers to explore multiple models, compare features, and read reviews, making it easier to make informed decisions and thereby, increasing the adoption of electric shavers. The E-Commerce Europe states that 91% of Norwegians aged 16-74 made online purchases in 2023. This growth in digital shopping enables brands to connect with larger audiences and expand their market presence for electric shavers.

Moreover, the expanding urban population in Norway creates greater need for electric shavers as city residents prioritize grooming solutions that align with their fast-paced, demanding lives. Electric shavers, valued for their user-friendly design and efficiency became a go-to choice for those seeking quick and convenient grooming. The UN

Population Division states that Norway's urban population is projected to grow by 1.20% between 2025 and 2030, encouraging further demand for such products. In response, manufacturers are integrating advanced features such as rechargeable batteries and smart technology, driving continued growth in the electric shaver market.

However, availability of cheaper and more accessible alternatives such as traditional and cartridge razors hinder the growth of the market. These manual razors appeal to budget-conscious consumers due to their lower cost and simplicity as they require little maintenance and no charging. In comparison, electric shavers provide higher upfront costs and ongoing maintenance, making them less attractive, particularly in price-sensitive markets. This preference for manual razors slows the growth of the electric shaver market.

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

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