

Russia 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

Russia Electric Shaver Market size was valued at USD 416.6 million in 2024, and is predicted to reach USD 536.0 million by 2030, at a CAGR of 3.8% from 2025 to 2030. In terms of volume the market size was 3002.3 thousand units in 2024 and is projected to reach 4331.4 thousand units in 2030, with a CAGR of 5.7% from 2025 to 2030.

The growing urbanization in Russia significantly drives the expansion of the electric shaver market as more people move to urban areas with increasingly fast-paced, busy lifestyles. This shift creates a higher demand for efficient, time-saving grooming solutions, with electric shavers being an ideal choice due to their convenience and quick operation. The UN Population Division reports that Russia's urban population reached 108.36 million in 2022, highlighting the country's urban shift. This demographic change encourages manufacturers to innovate and incorporate advanced technologies into their products that in turn contribute to the continued growth of the electric shaver market.

Moreover, the increasing focus on personal care and grooming in Russia fuels the demand for electric razors as consumers seek convenient and effective grooming solutions that cater to their busy lifestyles. This shift encourages brands to introduce

advanced electric shavers with features such as extended battery life, sharp precision blades, and ergonomic designs for ease of use. As consumers prioritize time-saving and quality grooming, these innovations are increasingly used that further drives the growth of the market.

However, the ongoing war in Russia contributes to supply chain disruptions in the electric shaver market, affecting the availability of key materials including blades. The war also led to increased production costs due to economic instability and geopolitical tensions. As consumers reduce spending on non-essential products, the demand for electric shaver's declines, slowing the market's growth. Manufacturers struggle to continue with production demands and maintain consistent product quality, restraining the overall 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 Russia 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 Russia 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 Russia 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 Russia electric shaver is provided in the report.

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

2 RUSSIA ELECTRIC SHAVER MARKET BY TYPE

2.1 OVERVIEW

2.2 ROTARY SHAVER

2.2.1 ROTARY SHAVER MARKET, BY COUNTRY

2.3 FOIL SHAVER

2.3.1 FOIL SHAVER MARKET, BY COUNTRY

2.4 CLIPPERS AND TRIMMERS

2.4.1 CLIPPERS AND TRIMMERS MARKET, BY TYPE

2.4.1.1 BEARD TRIMMERS MARKET, BY COUNTRY

2.4.1.2 BODY TRIMMER MARKET, BY COUNTRY

2.4.1.3 OTHERS MARKET, BY COUNTRY

2.4.2 CLIPPERS AND TRIMMERS MARKET, BY COUNTRY

3 RUSSIA ELECTRIC SHAVER MARKET BY POWER SOURCE

3.1 OVERVIEW

3.2 BATTERY POWERED

3.2.1 BATTERY POWERED MARKET, BY COUNTRY

3.3 RECHARGEABLE/CORDLESS

3.3.1 RECHARGEABLE/CORDLESS MARKET, BY COUNTRY

4 RUSSIA ELECTRIC SHAVER MARKET BY USAGE

4.1 OVERVIEW

4.2 DRY ELECTRIC SHAVERS

4.2.1 DRY ELECTRIC SHAVERS MARKET, BY COUNTRY

4.3 WET AND DRY ELECTRIC SHAVERS

4.3.1 WET AND DRY ELECTRIC SHAVERS MARKET, BY COUNTRY

5 RUSSIA ELECTRIC SHAVER MARKET BY DISTRIBUTION CHANNEL

5.1 OVERVIEW

5.2 ONLINE

5.2.1 ONLINE MARKET, BY COUNTRY

5.3 OFFLINE

5.3.1 OFFLINE MARKET, BY COUNTRY

6 RUSSIA ELECTRIC SHAVER MARKET BY END-USER

6.1 OVERVIEW

6.2 MEN

6.2.1 MEN MARKET, BY COUNTRY

6.3 WOMEN

6.3.1 WOMEN MARKET, BY COUNTRY

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