

Singapore 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

Singapore Electric Shaver Market size was valued at USD 333.2 million in 2024, and is predicted to reach USD 433.0 million by 2030, at a CAGR of 4.0% from 2025 to 2030. In terms of volume the market size was 4342.4 thousand units in 2024 and is projected to reach 6242.4 thousand units in 2030, with a CAGR of 5.7% from 2025 to 2030.

The expanding urban population in Singapore drives the demand for electric shavers as consumers increasingly value grooming tools that offer convenience and efficiency. Premium grooming products are widely accessible through both online platforms and physical stores, supporting the rising interest in electric razors. According to the UN Population Division, Singapore's urban population reached 5.64 million in 2022. This shift heightened the demand for advanced grooming solutions that save time while delivering excellent results. In response, manufacturers are introducing features such as rechargeable batteries and smart technology that in turn propels the market growth.

Moreover, the rising disposable income in Singapore fuels the expansion of the electric shaver market as consumers increasingly invest in premium grooming products. With greater financial capacity, individuals are opting for advanced electric shavers that offer

enhanced features and superior performance. According to the Singapore Economic Development Board (EDB), the annual disposable income per capita in Singapore was USD 28,000 in 2020 and is expected to grow to USD 47,000 by 2030. This upward trend in income demand for high-quality grooming tools, motivating manufacturers to innovate and diversify their offerings, thereby contributing to market growth.

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 use 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 Singapore 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 Singapore 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 Singapore 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 Singapore electric shaver is provided in the report.

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