

South Korea 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

<https://marketpublishers.com/r/S13272F866E4EN.html>

Date: April 2025

Pages: 0

Price: US\$ 2,517.00 (Single User License)

ID: S13272F866E4EN

Abstracts

South Korea Electric Shaver Market size was valued at USD 923.1 million in 2024, and is predicted to reach USD 1245.7 million by 2030, at a CAGR of 4.7% from 2025 to 2030. In terms of volume the market size was 10659.0 thousand units in 2024 and is projected to reach 15920.8 thousand units in 2030, with a CAGR of 6.4% from 2025 to 2030.

The growing urbanization in South Korea drives the demand for electric shavers as urban residents seek grooming solutions that align with their busy routines. The preference for time-saving, effective grooming tools is increasing, driven by the fast pace of modern city life. The availability of advanced electric shavers in both online marketplaces and retail stores enhances their accessibility and appeal. According to the UN Population Division, South Korea's urban population reached 42.04 million in 2022, reflecting a steady trend toward urban living. This trend heightened the demand for high-quality personal care devices, encouraging manufacturers to integrate advanced technologies such as rechargeable power systems and precision cutting tools, supporting the sustained growth of the electric shaver market.

Moreover, the growth of South Korea's e-commerce sector significantly boosts the demand for electric shavers by providing consumers with convenient access to a wide variety of products. Online platforms allow shoppers to explore advanced models, compare features, and read reviews, simplifying the buying process and encouraging more people to choose electric razors. The International Trade Administration (ITA) reports that domestic online purchases in South Korea increased from USD 168.5 billion in 2021 to USD 180.4 billion in 2022, reflecting the growing preference for digital shopping. This trend enhances the visibility of electric shavers while offering brands opportunities to reach a larger customer base, thereby contributing to market growth.

However, short battery life and frequent recharging requirements hinders the growth of the electric shaver market. Consumers increasingly favor grooming products that offer reliability and extended performance, making shavers with limited battery capacity less appealing. This drawback is particularly challenging for those with busy lifestyles or frequent travelers who prioritize convenience in their grooming routines. The need for constant recharging not only reduces the attractiveness of electric shavers but also drives some users toward manual razors that eliminate the reliance on power. These limitations hinder the wider adoption of electric shavers and constraints market growth.

On the contrary, the use of eco-friendly materials in electric shavers is anticipated to create market growth by increasing consumer demand for sustainable products. Shavers made from renewable materials, recyclable elements, and environmentally responsible packaging are becoming popular with consumers who value sustainability. For example, Braun manufactures its Series 9 Pro shavers exclusively with renewable energy while Philips powers its blade manufacturing with renewable electricity and uses recycled paper in its packaging. Additionally, Philips includes an Eco Passport with each product to demonstrate its commitment to green practices. By adopting these sustainability measures, companies build stronger connections with eco-conscious consumers, enhancing brand loyalty.

Segment Overview

The South Korea 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 South Korea 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 South Korea 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 South Korea electric shaver is provided in the report.

The competitive analysis of the market players along with their market share in the South Korea 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 SOUTH KOREA 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 SOUTH KOREA 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 SOUTH KOREA 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 SOUTH KOREA 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 SOUTH KOREA 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

I would like to order

Product name: South Korea 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

Product link: <https://marketpublishers.com/r/S13272F866E4EN.html>

Price: US\$ 2,517.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/S13272F866E4EN.html>