

Spain 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

Spain Electric Shaver Market size was valued at USD 723.4 million in 2024, and is predicted to reach USD 867.7 million by 2030, at a CAGR of 2.6% from 2025 to 2030. In terms of volume the market size was 6778.2 thousand units in 2024 and is projected to reach 9105.8 thousand units in 2030, with a CAGR of 4.5% from 2025 to 2030.

The growing personal care and grooming sector in Spain drives the demand for electric razors with consumers prioritizing grooming tools that combine convenience, quality, and functionality. This trend encourages manufacturers to introduce advanced electric shavers equipped with features such as durable batteries, precise blades, and streamlined designs. The Personal Care Association states that Spain's cosmetics and personal care market was valued at USD 11.22 billion in 2023, reflecting the increasing role of electric shavers in addressing modern grooming needs.

Moreover, expansion in disposable household income accelerates the electric shaver market through encouraging consumers to choose advanced, high-performance grooming products. This financial stability heightened the demand for electric razors with premium features designed for convenience and precision. According to the World

Population Review, disposable income per household reached USD 27,155 in 2022. This shift highlights significant growth potential, driven by consumer interest in high-quality grooming tools that enhance their routines.

However, the availability of alternatives such as traditional and cartridge razors hinder the growth of the electric shaver market due to their affordability and ease of availability. Consumers prefer these options as they come with a lower initial investment and require no additional tools or maintenance. Their accessibility, combined with the cost advantage, makes them a dominant choice in markets emphasizing budget-friendly solutions, ultimately limiting the reach and expansion of electric shavers.

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

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