

# **Sweden 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/SB7B297E3A59EN.html>

Date: April 2025

Pages: 0

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

ID: SB7B297E3A59EN

## **Abstracts**

Sweden Electric Shaver Market size was valued at USD 545.4 million in 2024, and is predicted to reach USD 889.2 million by 2030, at a CAGR of 7.9% from 2025 to 2030. In terms of volume the market size was 3079.8 thousand units in 2024 and is projected to reach 5625.1 thousand units in 2030, with a CAGR of 9.9% from 2025 to 2030.

The steady rising disposable incomes in Sweden supports the growth of the electric shaver market by enabling consumers to spend on advanced grooming products. With high purchasing power, individuals are favoring electric razors for their premium features such as precision, convenience, and efficiency. The World Population Review states that Sweden's disposable income per household reached USD 33,730 in 2022, marking a steady increase that fueled consumer interest in high-performance grooming tools. This financial trend creates significant opportunities for market expansion as manufacturers continue to innovate and deliver products that align with the needs of a financially empowered consumer base.

Moreover, expanding urban population fuels the demand for electric shavers as urban residents prioritize efficient grooming solutions that fit into their active lifestyles. The

growing emphasis on convenience and speed, electric razors preferred for their ability to simplify grooming routines. As per the UN Population Division, Sweden's urban population reached 9.28 million in 2022, indicating a steady rising urbanization. This shift in demographics encourages manufacturers to introduce innovative features such as rechargeable batteries, smart controls, and enhanced precision. These advancements not only address the demands of modern consumers but also improve user experience, driving further market expansion.

However, the cost of maintenance and replacements including the need for specialized cleaning solutions and frequent replacement of blades, foils, and batteries, add to the overall cost of electric shavers, restricting their market appeal. These ongoing expenses prevent price-sensitive consumers, who often opt for traditional or cartridge razors that are more affordable and easier to maintain. This preference slows the adoption of electric shavers and hinders the market growth.

On the contrary, the adoption of sustainable materials in electric shavers is anticipated to create market growth, with consumers becoming more inclined to choose environmentally conscious products. Shavers designed with renewable materials, recyclable parts, and eco-friendly packaging are appealing to sustainability-driven buyers. For example, Braun manufactures its Series 9 Pro shavers using 100% renewable energy while Philips utilizes renewable electricity in blade production and recycled paper for packaging. Philips also includes an Eco Passport with each product, reflecting its green initiatives. These practices are expected to strengthen consumer relationships, boost brand loyalty, and align with evolving market preferences

## Segment Overview

The Sweden 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 Sweden 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 Sweden 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 Sweden electric shaver is provided in the report.

The competitive analysis of the market players along with their market share in the Sweden 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 SWEDEN 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 SWEDEN 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 SWEDEN 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 SWEDEN 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 SWEDEN 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: Sweden 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/SB7B297E3A59EN.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](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/SB7B297E3A59EN.html>