

Taiwan 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

Taiwan Electric Shaver Market size was valued at USD 270.7 million in 2024, and is predicted to reach USD 390.3 million by 2030, at a CAGR of 5.8% from 2025 to 2030. In terms of volume the market size was 3022.7 thousand units in 2024 and is projected to reach 4833.6 thousand units in 2030, with a CAGR of 7.6% from 2025 to 2030.

The rise of e-commerce in Taiwan significantly boosts the demand for electric razor by providing consumers with seamless access to a wide array of grooming products. Online platforms simplify comparisons of features, prices, and reviews, helping consumers make well-informed choices. The Ministry of Economic Affairs (MOEA) states that Taiwan's e-commerce market reached USD 16.1 billion in 2022, growing by 10.9%. This trend increases the visibility of electric shavers, while benefits such as personalized recommendations, competitive pricing, and doorstep delivery drive higher adoption. Brands are leveraging these platforms to connect with larger audiences and cater to evolving consumer preferences, thereby fuelling the market expansion.

Moreover, Taiwan's growing urbanization fuels the demand for electric shavers as city residents increasingly seek convenient and efficient grooming tools to complement their

dynamic lifestyles. The availability of advanced grooming products through online marketplaces and retail stores heightened consumer interest in time-efficient solutions. According to the World Factbook, 80.1% of Taiwan's population was urbanized in 2023, highlighting the prominence of city living. This shift encourages manufacturers to innovate with electric shavers that feature ergonomic designs, rechargeable power sources, and smart functionalities. These innovations address consumer demands while fostering technological advancements in grooming tools that in turn accelerates market growth.

However, the need for regular maintenance and battery replacements in electric shavers increases their overall ownership costs, making them less attractive to budget-conscious consumers. Expenses such as cleaning solutions, blade replacements, and battery renewals accumulate over time, reducing the appeal of electric shavers. Many consumers instead opt for traditional razors that require minimal maintenance and incur no additional costs, offering a more affordable grooming option. This shift toward cost-effective alternatives limits the adoption of electric shavers, restraining market growth and broader acceptance.

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

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