

Thailand 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

Thailand Electric Shaver Market size was valued at USD 305.2 million in 2024, and is predicted to reach USD 340.2 million by 2030, at a CAGR of 1.3% from 2025 to 2030. In terms of volume the market size was 3566.3 thousand units in 2024 and is projected to reach 4396.8 thousand units in 2030, with a CAGR of 2.9% from 2025 to 2030.

The expanding health and beauty industry in Thailand fuels the demand for electric shavers as consumers increasingly adopt regular grooming habits and seek tools that provide both convenience and efficiency. This shift in grooming preferences elevated electric shavers as a favored option, offering advanced features that improve usability and results. According to the Global Wellness Institute (GWI), Thailand's personal care and beauty market reached a valuation of USD 6.9 billion in 2022, highlighting its growing impact on consumer behavior. Manufacturers are responding with innovative designs, offering electric shavers with features such as precision blades, durable batteries, and multi-use attachments to meet diverse needs. These advancements support evolving trends and stimulate growth of the market.

Moreover, the increasing urban population in Thailand drives the demand for convenient

grooming solutions, with electric shavers becoming a popular choice among city dwellers who seek efficient tools to match their fast-paced lifestyles. The widespread availability of premium grooming products through both online and in retail stores, further boosts the appeal of electric razors, making them the go-to option for modern consumers. According to the UN Population Division, Thailand's urban population reached 37.92 million in 2022, underscoring the country's ongoing urbanization. This shift encourages consumers to choose electric shavers that provide quick, dependable, and high-quality grooming results. In response, manufacturers are integrating advanced features such as rechargeable batteries, ergonomic designs, and smart technology to address the evolving needs of consumers, thereby driving the market's expansion.

However, the maintenance and replacement costs associated with electric shavers such as regular cleaning and parts replacements, accumulate over time and discourage consumers from opting for them. The ongoing financial commitment and the need for upkeep make electric razors less attractive compared to more straightforward, low-maintenance alternatives. This makes it difficult for electric shavers to gain widespread popularity, particularly in markets where convenience and cost-efficiency are important factors.

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

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