

Electric Fabric Shavers Market ? Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Type (Wired Electric Fabric Shavers, Cordless Electric Fabric Shavers), By Product Type (Electric, Battery-Operated, Combination), By Application (Household, Commercial), By Sales Channel (Hypermarkets/Supermarkets, Specialty Stores, Multi-Branded Stores, Online, Others), By Region & Competition, 2021-2031F

<https://marketpublishers.com/r/ED00567B6B31EN.html>

Date: January 2026

Pages: 181

Price: US\$ 4,500.00 (Single User License)

ID: ED00567B6B31EN

Abstracts

The Global Electric Fabric Shavers Market is projected to grow from USD 6.96 Billion in 2025 to USD 8.77 Billion by 2031, registering a CAGR of 3.93%. These handheld maintenance devices feature rotating blades positioned behind a protective perforated mesh, engineered to safely remove pilling, fuzz, and lint from textiles without damaging the fabric. The market is primarily driven by a rising consumer emphasis on sustainable fashion and garment longevity, which encourages the repair and preservation of clothing rather than disposal. Furthermore, economic factors such as inflation foster a repair-over-replace mindset, prompting individuals to invest in cost-effective maintenance tools that extend the usable life of their apparel and upholstery.

Global trade dynamics underscore the robust demand environment for these maintenance solutions. According to the China Household Electrical Appliances Association, in 2024, the cumulative export value of the home appliance industry, which includes small fabric care devices, increased by 14% year-on-year. Despite this positive momentum, a significant challenge affecting market quality is the saturation of low-cost, generic substitutes. The prevalence of these inferior products, often characterized by

poor durability and performance, creates intense pricing pressure and risks diminishing consumer confidence in the efficacy of electric fabric care solutions.

Market Driver

The proliferation of fast fashion and high-maintenance synthetic fabrics acts as a primary catalyst for the Global Electric Fabric Shavers Market. Mass-produced apparel increasingly utilizes cost-effective synthetic fibers like polyester, acrylic, and nylon, which are structurally prone to pilling and fuzzing after minimal usage. This inherent material weakness compels consumers to purchase electric fabric shavers as essential maintenance tools to restore the texture and aesthetic appeal of their clothing. According to Business Waste in December 2024, 60% of fast fashion items contain plastic-based fabrics, a statistic that underscores the immense volume of garments entering the market that are susceptible to premature wear and require regular defuzzing.

Simultaneously, rising consumer preference for sustainable fashion and garment longevity significantly influences market expansion. A growing cohort of eco-conscious individuals is shifting away from a throwaway culture, opting instead to extend the lifespan of their existing wardrobes and purchase pre-owned clothing, which fuels the demand for fabric restoration devices. According to ThredUp's '2024 Resale Report' from March 2024, the global secondhand apparel market is projected to reach \$350 billion by 2028, highlighting the massive scale of the repair-and-reuse economy. This trend directly benefits manufacturers; for instance, Groupe SEB reported in April 2024 that its Consumer business generated ?7,045 million in 2023, with linen care explicitly identified as a best-performing category amidst this renewed focus on apparel preservation.

Market Challenge

The saturation of the market with low-cost, generic substitutes constitutes a primary barrier to the sustainable growth of the Global Electric Fabric Shavers Market. This influx of inferior products creates an environment of intense pricing pressure, forcing established manufacturers to compress profit margins to remain competitive against cheaper alternatives. Consequently, the industry's focus shifts from necessary R&D and quality assurance?critical for safe fabric maintenance?toward aggressive cost-cutting. This dynamic stifles the development of advanced safety features and precision engineering, which are essential for differentiating premium devices from disposable options.

Furthermore, the prevalence of sub-standard generic devices poses a severe risk to consumer confidence. Unlike high-quality shavers designed with calibrated mesh and blades to protect delicate textiles, generic substitutes often suffer from inconsistent manufacturing standards, frequently causing snags or tears during operation. This negative user experience generalizes to the broader category, making consumers hesitant to adopt electric fabric care solutions. The scale of this oversupply is highlighted by recent trade volume statistics; according to the China Inspection and Quarantine Times, in 2024, China's home appliance export volume surged to 4.48 billion units, marking a 20.8% increase compared to the previous year. This massive volume significantly contributes to the saturation of undifferentiated products, exacerbating quality control challenges and hampering value-driven market expansion.

Market Trends

The Widespread Adoption of USB-C and Fast Charging Technologies is revolutionizing the Global Electric Fabric Shavers Market by rendering disposable battery-operated models obsolete. Manufacturers are increasingly standardizing power interfaces to align with broader consumer electronics ecosystems, allowing users to charge fabric care tools with the same cables used for smartphones and laptops. This technological convergence not only enhances user convenience but also boosts the commercial performance of brands that integrate modern power solutions. For instance, according to Xiaomi Corporation's 'Annual Results Announcement 2024' in March 2025, revenue from the company's IoT and lifestyle products segment—which encompasses smart, rechargeable small appliances—increased by 30.0% year-on-year to RMB 104.1 billion, illustrating the strong market appetite for tech-forward maintenance devices.

Simultaneously, the Emergence of Compact and Ergonomic Travel-Ready Designs is expanding the market's scope beyond traditional home use. As consumers prioritize mobility, there is a surge in demand for miniaturized, lightweight fabric shavers that can be easily packed for business trips or vacations, transforming the device from a utility cupboard item into a portable accessory. This trend is significantly amplifying global trade volumes for small-form-factor appliances. According to Alibaba's 'Global Small Household Appliances Market Trend Forecast' from January 2025, the order volume of small household appliances exports on their international platform increased by 32% year-on-year in December 2024, a metric that highlights the accelerating global consumption of portable and efficient domestic tools.

Key Market Players

Conair Corporation

Philips

Sunbeam Products

Electrolux

BRAUN

Panasonic

Remington

SharkNinja

Bissell

Hoover

Report Scope

In this report, the Global Electric Fabric Shavers Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Electric Fabric Shavers Market, By Type

Wired Electric Fabric Shavers

Cordless Electric Fabric Shavers

Electric Fabric Shavers Market, By Product Type

Electric

Battery-Operated

Combination

Electric Fabric Shavers Market, By Application

Household

Commercial

Electric Fabric Shavers Market, By Sales Channel

Hypermarkets/Supermarkets

Specialty Stores

Multi-Branded Stores

Online

Others

Electric Fabric Shavers Market, By Region

North America

United States

Canada

Mexico

Europe

France

United Kingdom

Italy

Germany

Spain

Asia Pacific

China

India

Japan

Australia

South Korea

South America

Brazil

Argentina

Colombia

Middle East & Africa

South Africa

Saudi Arabia

UAE

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Global Electric Fabric Shavers Market.

Available Customizations:

Global Electric Fabric Shavers Market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up to five).

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