

Electric Hair Removal Products Market - Global Industry Size, Share, Trends, Opportunity and Forecast, Segmented By Type (Epilators, Trimmers, Razors, Others), By Application (Home Use, Professional Use), By Distribution Channel (Supermarket/Hypermarkets, Cosmetic Stores, Electronic Stores, Online, Others), By Region & Competition, 2021-2031F

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Abstracts

The Global Electric Hair Removal Products Market is projected to expand from USD 1.63 Billion in 2025 to USD 2.51 Billion by 2031, reflecting a Compound Annual Growth Rate (CAGR) of 7.46%. This sector encompasses a diverse array of powered devices, such as electric shavers, epilators, trimmers, and Intense Pulsed Light (IPL) systems, which utilize mechanical or optical methods to remove or shorten body hair. The market's growth is fundamentally supported by a heightened global focus on personal esthetics and hygiene, coupled with rising disposable incomes that enable increased spending on grooming tools. Additionally, a strong consumer preference for the convenience and long-term cost savings of at-home devices over professional salon services continues to drive demand.

Despite these positive indicators, the market contends with significant challenges arising from the spread of counterfeit and substandard products, which compromise safety and erode consumer trust in established brands. Supply chain stability also remains a crucial factor for the industry. Data from the China Household Electrical Appliances Association indicates that in 2024, the cumulative export value of the home appliance industry reached \$112.42 billion, a figure driven by a comprehensive recovery

in the volume and value of small home appliances, a category that is essential to the global supply of personal care devices.

Market Driver

Technological advancements, particularly the incorporation of Intense Pulsed Light (IPL) and laser technologies, have transformed the market by offering professional-grade results within the home environment. Enhanced safety mechanisms, such as skin tone sensors and contact cooling systems, now enable consumers to perform effective treatments with minimal risk, significantly increasing adoption among safety-conscious users. This technological progression is actively validating consumer confidence in home devices; for example, Yahoo Lifestyle Singapore reported in a May 2024 article titled 'CurrentBody Skin Laser Hair Removal Device is a game-changer for removing unwanted hair at home' that 93% of users observed slower hair growth after just four weeks. This demand for innovation supports the sector's financial health, as evidenced by Royal Philips' 'Annual Report 2023' from February 2024, where the Personal Health segment, housing its premium IPL portfolio, recorded EUR 18.2 billion in sales with a 3% comparable growth rate driven by these solutions.

Concurrently, the market is witnessing an expanded customer base due to the rising adoption of grooming products among male consumers. Men are increasingly prioritizing personal aesthetics and hygiene, fueling demand for specialized body trimmers and multifunctional electric shavers tailored for body grooming. This cultural shift elevates grooming from a routine task to a lifestyle priority, generating strong results for manufacturers catering to these evolving preferences. According to the '2024 Annual Report' by Procter & Gamble released in August 2024, the company's Grooming segment achieved a 7% increase in organic sales for the fiscal year, a growth trajectory largely attributed to volume growth from innovation in styling and shaving tools. This trend highlights a sustained diversification of the market as manufacturers engineer devices specifically for the male physique and hair texture.

Market Challenge

The widespread availability of counterfeit and substandard products presents a major obstacle to the commercial advancement of the global electric hair removal products market. These illicit items often mimic the visual design of reputable brands but lack the necessary safety mechanisms and quality control standards required for devices used in close contact with the skin. When consumers unknowingly purchase these inferior substitutes, they are frequently exposed to physical risks such as burns or electrical

malfunctions. Such negative experiences not only damage the specific brand being imitated but also create broader skepticism regarding the safety and efficacy of electric hair removal technology, thereby slowing market penetration for legitimate manufacturers.

Financially, the circulation of fake goods diverts substantial revenue away from established companies that invest heavily in compliance and research. According to the European Union Intellectual Property Office, in 2024, the personal care and cosmetics sector suffered estimated annual sales losses of approximately EUR 3 billion due to the presence of counterfeit goods. This loss of capital restricts the ability of authentic manufacturers to fund future innovation or expand their distribution networks. Consequently, the market faces a dual suppression of growth, characterized by diminished consumer confidence and reduced capital availability for legitimate industrial development.

Market Trends

The adoption of built-in cryogenic cooling for pain minimization is fundamentally reshaping consumer expectations by mitigating the primary deterrent of discomfort during high-energy treatments. Manufacturers are increasingly integrating clinical-grade sapphire contact cooling technologies directly into the emission windows of Intense Pulsed Light (IPL) devices to anesthetize the epidermis in real-time, enabling higher energy output without compromising safety. This focus on pain-free efficacy is proving to be a key commercial driver; for example, according to Ulike, September 2025, in the 'Ulike Sponsors Beauty Hub at IFA 2025' press release, the brand has surpassed 7 million units sold globally, a milestone largely attributed to the market success of its proprietary Sapphire Ice Cooling technology.

Simultaneously, the rise of smart app-connected grooming devices is transforming the sector from standalone hardware sales into interconnected personal care ecosystems. Advanced devices now pair with mobile applications that utilize artificial intelligence to customize treatment schedules, track hair reduction progress, and optimize intensity settings based on user feedback. This connectivity also facilitates the growth of service-based revenue models. According to LG Electronics, January 2025, in the 'LG Announces Fourth-Quarter and Full-Year 2024 Financial Results' press release, revenue from the home appliance subscription business, which integrates its advanced home beauty solutions, surged by over 75% year-over-year, underscoring the growing demand for smart, service-oriented grooming experiences.

Key Market Players

Panasonic Corporation

Braun AG

Koninklijke Philips N.V.

Spectrum Brands, Inc.

Beurer GmbH

Conair Corporation

Groupe SEB

Hangsun Limited

Wahl Clipper Corporation

Andis Company

Report Scope

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

Electric Hair Removal Products Market, By Type

Epilators

Trimmers

Razors

Others

Electric Hair Removal Products Market, By Application

Home Use

Professional Use

Electric Hair Removal Products Market, By Distribution Channel

Supermarket/Hypermarkets

Cosmetic Stores

Electronic Stores

Online

Others

Electric Hair Removal Products 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 Hair Removal Products Market.

Available Customizations:

Global Electric Hair Removal Products 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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