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Entrance Matting Market By Type (Walk-Off, Anti-Fatigue, Logo and Specialty), By Material (Nylon, Coir, Rubber, Vinyl, Jute, Cotton, Velvet and Others), By Application (Residential and Non-Residential), By Region, By Competition Forecast & Opportunities, 2018-2028F

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Abstracts

The Global Electric Hair Clipper & Trimmer Market achieved a valuation of USD 5.47 billion in 2022 and is poised for substantial growth during the forecast period, with a projected Compound Annual Growth Rate (CAGR) of 3.8% through 2028. Several factors are driving this market expansion:

Increasing Demand for Personal Grooming: The market is witnessing a surge in demand due to the growing emphasis on personal grooming. Consumers are becoming increasingly conscious of their appearance, leading them to invest in grooming products and services. This heightened awareness is fueling the demand for electric hair clippers and trimmers, which are recognized for their convenience and hygiene compared to traditional hair cutting methods.

Rise of Personal Grooming: The demand for hair clippers is being propelled by the growing trend of personal grooming. Electric hair clippers and trimmers are gaining popularity due to their user-friendly and practical features. In terms of safety and skin-friendliness, electric clippers have a distinct advantage over traditional razors. Furthermore, the introduction of new products with enhanced ergonomics is expected to positively impact market expansion. For example, Xiaomi MI introduced a beard trimmer in India in June 2019, featuring stainless steel construction, corded/cordless operation, an upgraded battery, waterproofing, and a travel lock. This product was specifically

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designed for the Indian market.

Growth in Facial Hair Styling: The global increase in young men sporting various beard styles, stubble, or goatees in recent years has significantly boosted the market for electric trimmers. The market is poised for further growth due to increased spending on men's grooming items, including electric hair clippers, shampoo, soap, and perfumes. For instance, Indian men devote approximately 14 minutes to hair grooming and 12 minutes to facial grooming, according to a report.

Consumer Spending on Grooming Products: A survey conducted by the sports nutrition business Multipower revealed that young male Britons between the ages of 18 and 35 spend an additional pound per week on grooming products compared to women. Additionally, e-retailers are forming partnerships with electric trimmer producers, driven by the expanding men's grooming industry, which is expected to boost demand for hair clippers and trimmers over the forecast period.

Investment in Technological Advancements: Notable corporations are channeling increased investments into cutting-edge technology and enhancing the shopping experience on e-commerce platforms, fostering substantial growth potential for the industry. However, it is important to note that the reliance of trimmers and clippers on electricity limits their usage during power outages, which may present challenges to competitors and constrain market expansion.

Key Market Drivers:

Technological Advancements: The market has been significantly impacted by technological innovations. Manufacturers are continuously investing in research and development to introduce cutting-edge features that enhance user experience and performance. Precision engineering, advanced blades, and energy-efficient motors have all contributed to improved precision, versatility, and ease of use.

Wireless Technology: The introduction of wireless technology has been transformative. Cordless hair clippers and trimmers, powered by rechargeable lithium-ion batteries, have become popular for their convenience and flexibility. These devices offer mobility and reduce cord-related inconveniences, making grooming more efficient. Additionally, the inclusion of smart features, such as Bluetooth connectivity, adds a layer of convenience and personalization to grooming routines.

Changing Grooming Trends: Evolving grooming trends, particularly the emphasis on

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facial and body hair maintenance, have driven the market to develop specialized, versatile, and gender-inclusive products. The demand for adjustable lengths, precision attachments, and ergonomic designs has prompted manufacturers to cater to these specific needs.

Changing Consumer Preferences: Modern consumers prioritize not only functionality but also aesthetics and user-friendliness when choosing grooming products. Design, noise reduction, vibration control, and ease of maintenance have become critical factors influencing purchasing decisions. Manufacturers have responded by designing products with appealing aesthetics, quieter motors, reduced vibrations, and easy-to-maintain features.

Intense Market Competition: Competition within the industry has driven innovation and expansion, resulting in a wide range of product offerings that cater to varying consumer needs and budgets. Marketing efforts, including creative advertising campaigns, celebrity endorsements, and effective online presence, have played a pivotal role in brand establishment and market share growth.

Key Market Challenges:

Market Saturation: The market faces the challenge of oversaturation, with numerous brands and models competing intensely for consumer attention. This saturation can lead to confusion among consumers and price wars among manufacturers, potentially impacting product quality and profit margins.

Counterfeit Products: The proliferation of counterfeit products, often of subpar quality, poses risks to consumers and erodes the credibility of legitimate brands. Counterfeit alternatives, sold at lower prices, lack safety features, quality standards, and warranties, impacting consumers' experiences and genuine brands' reputations.

Price Sensitivity: Price sensitivity is a significant challenge, with consumers often prioritizing affordability over other factors. This can exert pressure on manufacturers to reduce prices, potentially compromising product quality. Price competition can result in cost-cutting measures that negatively affect durability and customer satisfaction.

Key Market Trends:

Wireless Technology: Wireless technology, characterized by cordless clippers and trimmers powered by lithium-ion batteries, has reshaped the market. These devices

offer convenience, mobility, and travel-friendliness. Innovations in battery technology, such as rapid charging capabilities, contribute to the overall grooming experience.

Trend Toward Multifunctional Devices: Multifunctional electric hair clippers and trimmers are gaining popularity as consumers seek versatile grooming tools. These devices come equipped with various attachments and settings for different grooming tasks, reducing the need for multiple tools and catering to diverse grooming requirements.

Segmental Insights:

Product Type Insights: Cordless electric clippers dominated the market in 2022 due to their convenience and portability, especially for travelers. Longer battery life in newer models has been a key driver of demand for cordless clippers.

Sales Channel Insights: The online segment is poised for the fastest CAGR during the forecast period, driven by increased product visibility on platforms like Amazon, Flipkart

, and Snapdeal. Online channels offer round-the-clock assistance, a wide product selection, and attractive discounts on branded products.

Regional Insights:

Asia Pacific: The Asia Pacific region is expected to lead the global market, driven by the expansion of the e-commerce sector. Online platforms provide easy access to grooming supplies, and the region benefits from a wide range of products, competitive pricing, and delivery options.

Middle East and Africa: This region is anticipated to experience the fastest CAGR during the forecast period, supported by a growing youth population in countries like Nigeria. Increased internet usage, cable TV penetration, and celebrity endorsements influence consumer buying behavior and drive demand for grooming products like electric trimmers.

In conclusion, the electric hair clipper and trimmer market are poised for robust growth, driven by changing grooming trends, technological advancements, and evolving consumer preferences. However, challenges such as market saturation, counterfeit products, and price sensitivity require ongoing attention from industry stakeholders.

Key Market Players

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Koninklijke Philips N.V.

Wahl

Spectrum Brands, Inc. (Remington)

Procter & Gamble (Braun GmbH)

Panasonic Corporation

Conair Corporation

Andis Company

VEGA

Sunbeam Products, Inc.; (Oster Professional)

Havells India Ltd.

Report Scope:

In this report, the global electric hair clipper & trimmer market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Electric Hair Clipper & Trimmer Market, By Product Type:

Corded

Cordless

Electric Hair Clipper & Trimmer Market, By End User:

Home Users

Professional Users

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Electric Hair Clipper & Trimmer Market, By Sales Channel:

Supermarkets/Hypermarkets

Convenience Stores

Online

Others

Electric Hair Clipper & Trimmer Market, By Region:

North America

United States

Canada

Mexico

Europe

France

United Kingdom

Italy

Germany

Spain

Asia-Pacific

China

India

Japan

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Australia

South Korea

South America

Brazil

Argentina

Colombia

Middle East & Africa

South Africa

Saudi Arabia

UAE

Turkey

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Global Electric Hair Clipper & Trimmer Market.

Available Customizations:

Global Electric Hair Clipper & Trimmer market report with the given market data, Tech Sci 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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