

Global Smart Trimmers Market, By Type (Cordless and Corded), By End Use (Individual Customer vs Commercial), By Distribution Channel (Supermarket/Hypermarkets, Multi Branded Stores, Exclusive Branded Stores, Online, Institutional Sales), By Region, Competition Forecast & Opportunities, 2027

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Abstracts

Global Smart trimmers Market is anticipated to register growth with an impressive CAGR in the forecast period, 2023-2027. The market growth can be attributed to rapid urbanization, increasing disposable incomes, and growing consumer consciousness towards their personal grooming. With the increase in working women population, the demand for more convenient, compact, and professional trimmers is proliferating. Apart from this, with the rising preferences for beard grooming among men and the increasing influence from social media-based influencers and celebrities, several market players are exclusively providing eyebrow grooming products for the male segment to expand their customer base and product portfolio. This, in turn, is providing a thrust to the global smart trimmers market.

Smart trimmers refer to an electric tool that allows an individual to trim, shape, or remove body and face hair into the desired shape. They are widely available in numerous shapes and sizes. For instance, several smart trimmers feature a sleek body, making the trimmer extremely compact and portable.

Technological Advancements in Smart Trimmers Propels the Market Growth

Several product advancements in a smart trimmer over the time have made the global

smart trimmers market really competitive. Technologically advanced trimmers have numerous benefits over traditional trimmers. Smart trimmers are easy to carry, compact in design, are versatile as they come with various attachments that can be utilized for different purposes. The blade incorporated in smart trimmers is usually made from stainless steel, thereby making it rust-free and more durable. If taken care properly, a smart trimmer can last for up to 3 years. As a result, the global smart trimmers market is expected to augment at a rapid pace in the upcoming five years.

Surging Online Sales Channels Drives the Product Demand

The proliferating e-commerce sector has also significantly boosted the demand for smart trimmers, especially during and after the pandemic. The online retail channels have emerged as a convenient and hassle-free shopping alternative for individuals where they can compare between a wide range of variants available. Online sales channels also offer various lucrative discounts and cashback offers along with the doorstep delivery option. Moreover, the key market players are increasingly focusing on gaining traction from the millennials and gen Z by launching innovative, portable, and easy-to-use products, as such population is more enticed towards grooming products.

Market Segmentation

The Global Smart trimmers Market is segmented by type, by end users, by distribution channel, competitive landscape, and regional distribution. Based on type, the market is differentiated between corded and cordless. By end users the market is bifurcated into individual customer vs commercial customers. Based on distribution channel the market is fragmented into supermarket/hypermarkets, cosmetic/beauty stores, online, and institutional sales. The market analysis also studies the regional segmentation to devise regional market segmentation, divided among North America, Europe, Asia Pacific, Middle east and Africa, South America.

Company Profile

Koninklijke Philips N.V., Spectrum Brands, Inc. (Remington), Wahl Clipper Corporation, and Conair Corporation are some of the leading market players responsible for the growth of Global Smart trimmers Market.

Report Scope:

In this report, Global Smart trimmers Market has been segmented into following

Global Smart Trimmers Market, By Type (Cordless and Corded), By End Use (Individual Customer vs Commercial), B...

categories, in addition to the industry trends which have also been detailed below:

Global Smart trimmers Market, By Type:

Cordless Use

Corded/Cordless Use

Global Smart trimmers Market, By End Use:

Individual Customer

Commercial

Global Smart trimmers Market, By Distribution:

Supermarket/Hypermarkets

Multi Branded Stores

Exclusive Branded Stores

Online

Institutional Sales

Global Smart trimmers Market, By Region:

North America

Europe

Asia Pacific

Middle East and Africa

South America

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in global smart trimmers market.

Available Customizations:

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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