

Personal Care Appliances in Germany

Market Direction | 2022-11-24 | 36 pages | Euromonitor

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Report description:

After the pandemic and the resulting long lockdowns changed consumer behaviour regarding the purchase and use of personal care appliances, Germany and its economy are slowly returning to normality. The category was under pressure during the pandemic, but there are now signs of stabilisation, and a positive trend is expected in retail volume terms in 2022. Most areas of life seem to be returning to normal after more than two years of pandemic, although some differences can be noted. Germans now t...

Euromonitor International's Personal Care Appliances in Germany report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2017-2021, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, format trends or distribution issues. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Body Shavers, Electric Facial Cleansers, Hair Care Appliances, Oral Care Appliances, Other Personal Care Appliances.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Personal Care Appliances market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

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