

Personal Care Appliances in Denmark

Market Direction | 2022-12-08 | 34 pages | Euromonitor

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Report description:

Overall, retail volume and current value sales of personal care appliances returned to growth during 2022, following declines in 2021. This trajectory was highly visible in body shavers. Consumers placed less of a priority on personal appearance during lockdown and general home seclusion during the Coronavirus (COVID-19) pandemic, resulting in the reduced use of body shavers in 2020 and 2021. On the other hand, hair care appliances witnessed a spike in retail volume and current value sales in 20...

Euromonitor International's Personal Care Appliances in Denmark 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Supply and production issues and premiumisation exert upward pressure on unit prices

Philips Danmark leverages strong innovation to maintain a competitive edge

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