

Personal Care Appliances in Egypt

Market Direction | 2022-12-13 | 38 pages | Euromonitor

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Report description:

Retail volume sales of body shavers declined for the first time in six years during 2020 and continued to fall during 2021 - albeit at a more modest pace. With consumers spending much more time at home, the fast results provided by body shavers lost some of their appeal. Moreover, the economic shock of the pandemic led some to turn to cheaper methods for the removal of body hair, such as scissors, tweezers, waxing, threading, body razors and hair removal creams. However, in 2022 as consumers inc...

Euromonitor International's Personal Care Appliances in Egypt 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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Body shavers return to volume growth as Egyptians return to the office for work

Hair care appliances continue to witness growing volume sales and consumers continue self-care routines

Economic shock of pandemic weighs on pricing, while cheaper Chinese brands are becoming more widely available

PROSPECTS AND OPPORTUNITIES

More affordable brands set to stimulate volume demand

Increased female labour force participation will help to drive strong growth in demand for hair care appliances

E-commerce will continue to grow in importance, as consumers become more comfortable shopping online

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