

Personal Care Appliances in Norway

Market Direction | 2022-12-13 | 37 pages | Euromonitor

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Report description:

There was a return to positive retail volume growth for body shavers during 2022, following two successive years of decline. The Coronavirus (COVID-19) pandemic reduced the use of and need for new body shavers as consumers worked from home and had few occasions for out-of-home activities. Thus, the need to shave body hair as frequently was reduced. Nonetheless, many consumers participated in virtual conferences and meetings for work and communicated via video formats with friends and family, whi...

Euromonitor International's Personal Care Appliances in Norway 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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reliable information resources to help drive informed strategic planning.

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Value for money versatile hair and beard trimmers continue to gain traction

Players focus new product development on multifunctional products

PROSPECTS AND OPPORTUNITIES

Return to work and social norms to sustain a demand for body shavers and hair care appliances

Connectivity focuses on electric toothbrush units

High brand loyalty to maintain concentrated competitive landscape

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