

Personal Care Appliances in Sweden

Market Direction | 2022-12-14 | 35 pages | Euromonitor

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Report description:

While most other consumer appliances suffered steep declines in 2022 there was contrasting fortunes for personal care appliances, with strong demand being seen for body shavers and hair care appliances. Volume sales of these categories declined during the pandemic as consumers spent more time at home and thus personal appearance was less of a priority. However, as life began returning to relative normality in 2022 with consumers returning to the workplace and socialising more there was a renewed...

Euromonitor International's Personal Care Appliances in Sweden 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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Euromonitor International
December 2022

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