

Personal Care Appliances in Spain

Market Direction | 2022-12-22 | 37 pages | Euromonitor

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Report description:

There was moderate growth in retail volume sales of personal care appliances during 2022. However, amid a slight decline in unit pricing, retail constant value sales (2022 prices) were little better than flat. Hair care appliances remain the backbone of demand in this category, accounting for almost half of retail volume sales in 2022. New product launches in this category during the latter part of the review period include Brush Activ Ultimate Care by Rowenta (Groupe SEB)-a rotating hot hairbru...

Euromonitor International's Personal Care Appliances in Spain 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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Table of Contents:

Personal Care Appliances in Spain
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List Of Contents And Tables

PERSONAL CARE APPLIANCES IN SPAIN

KEY DATA FINDINGS

2022 DEVELOPMENTS

More consumers want to replicate the hair care salon experience at home

Other oral care appliances remain the top performer

Rowenta and Philips lead hair care, but Dyson is growing in popularity among more affluent consumers

PROSPECTS AND OPPORTUNITIES

Other oral care appliances will remain the top performer

High level of social media use will continue to boost demand for hair care appliances

E-commerce will continue to narrow the gap to appliances and electronics specialists

CATEGORY DATA

Table 1 Sales of Personal Care Appliances by Category: Volume 2017-2022

Table 2 Sales of Personal Care Appliances by Category: Value 2017-2022

Table 3 Sales of Personal Care Appliances by Category: % Volume Growth 2017-2022

Table 4 Sales of Personal Care Appliances by Category: % Value Growth 2017-2022

Table 5 Sales of Body Shavers by Format: % Volume 2017-2022

Table 6 Sales of Hair Care Appliances by Format: % Volume 2017-2022

Table 7 NBO Company Shares of Personal Care Appliances 2018-2022

Table 8 LBN Brand Shares of Personal Care Appliances 2019-2022

Table 9 Distribution of Personal Care Appliances by Format: % Volume 2017-2022

Table 10 □Forecast Sales of Personal Care Appliances by Category: Volume 2022-2027

Table 11 □Forecast Sales of Personal Care Appliances by Category: Value 2022-2027

Table 12 □Forecast Sales of Personal Care Appliances by Category: % Volume Growth 2022-2027

Table 13 □Forecast Sales of Personal Care Appliances by Category: % Value Growth 2022-2027

CONSUMER APPLIANCES IN SPAIN

EXECUTIVE SUMMARY

Consumer appliances in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for consumer appliances?

MARKET INDICATORS

Table 14 Household Penetration of Selected Total Stock Consumer Appliances by Category 2018-2023

Table 15 Replacement Cycles of Consumer Appliances by Category 2018-2023

MARKET DATA

Table 16 Sales of Consumer Appliances by Category: Volume 2017-2022

Table 17 Sales of Consumer Appliances by Category: Value 2017-2022

Table 18 Sales of Consumer Appliances by Category: % Volume Growth 2017-2022

Table 19 Sales of Consumer Appliances by Category: % Value Growth 2017-2022

Table 20 Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2017-2022

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- Table 21 Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2017-2022
- Table 22 Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2017-2022
- Table 23 □Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2017-2022
- Table 24 □Sales of Small Appliances by Category: Volume 2017-2022
- Table 25 □Sales of Small Appliances by Category: Value 2017-2022
- Table 26 □Sales of Small Appliances by Category: % Volume Growth 2017-2022
- Table 27 □Sales of Small Appliances by Category: % Value Growth 2017-2022
- Table 28 □NBO Company Shares of Major Appliances: % Volume 2018-2022
- Table 29 □LBN Brand Shares of Major Appliances: % Volume 2019-2022
- Table 30 □NBO Company Shares of Small Appliances: % Volume 2018-2022
- Table 31 □LBN Brand Shares of Small Appliances: % Volume 2019-2022
- Table 32 □Distribution of Major Appliances by Format: % Volume 2017-2022
- Table 33 □Distribution of Small Appliances by Format: % Volume 2017-2022
- Table 34 □Forecast Sales of Consumer Appliances by Category: Volume 2022-2027
- Table 35 □Forecast Sales of Consumer Appliances by Category: Value 2022-2027
- Table 36 □Forecast Sales of Consumer Appliances by Category: % Volume Growth 2022-2027
- Table 37 □Forecast Sales of Consumer Appliances by Category: % Value Growth 2022-2027
- Table 38 □Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2022-2027
- Table 39 □Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2022-2027
- Table 40 □Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2022-2027
- Table 41 □Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2022-2027
- Table 42 □Forecast Sales of Small Appliances by Category: Volume 2022-2027
- Table 43 □Forecast Sales of Small Appliances by Category: Value 2022-2027
- Table 44 □Forecast Sales of Small Appliances by Category: % Volume Growth 2022-2027
- Table 45 □Forecast Sales of Small Appliances by Category: % Value Growth 2022-2027

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SOURCES

Summary 1 Research Sources

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