

**Personal Care Appliances in Hong Kong, China**

Market Direction | 2023-01-18 | 35 pages | Euromonitor

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**Report description:**

Like many consumer appliances in 2021 and 2022, demand for electric facial cleansers was driven by access to the government's Consumption Voucher Scheme, encouraging investment in a range of appliances, and supporting the local economy.

Nevertheless, volume sales growth of electric facial cleansers was particularly dynamic in 2020, when the Hong Kong government imposed restrictions on the business hours of certain businesses that were regarded as high risk in terms of spreading COVID-19. These i...

Euromonitor International's Personal Care Appliances in Hong Kong, China report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022, 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 2027 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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Ongoing home beauty routines support further demand for electric facial cleansers

Further growth for hair care appliances driven by vouchers and greater mobility in 2022

Massagers experience further high volume growth, benefitting performance of other personal care appliances

##### PROSPECTS AND OPPORTUNITIES

Premium hair care appliances to gain in popularity, especially those addressing specific requirements?

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