

Men'S Grooming Appliances Market - Growth, Trends, Covid-19 Impact, and Forecasts (2023 - 2028)

Market Report | 2023-01-23 | 110 pages | Mordor Intelligence

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Report description:

The men's grooming appliances market is projected to register a CAGR of 2.63% during the forecast period (2022-2027).

The onset of COVID-19 globally and the resulting lockdown measures in various countries have significantly impacted the market. Currently, the revival of the sales of men's grooming appliances is slow, primarily due to the adoption of short-term measures to deter the transitory disruption in the supply chain and the closure of manufacturing units.

However, the continued growth in demand in e-commerce channels created opportunities to rebalance the men's grooming appliances industry, even amid the COVID-19 restrictions. Moreover, Philips witnessed a 45-50% surge in demand for its grooming products for men, including appliances for both men and women, in May 2020.

The increased focus on personal care and grooming is one of the major factors driving the men's grooming appliances market. Social media has become very influential in creating and popularizing trends in fashion, makeup, and hairstyling. Hence, there are increasing instances of product and brand promotions, including advertisements for men's grooming appliances on various media channels, which are gaining consumers' attention.

The rise in the use of male grooming products, supplemented by the presence of global vendors, is expected to drive the market during the forecast period.

Men's Grooming Appliances Market Trends

Technological and Product Innovations Expected to Drive Market Growth

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The market has witnessed significant investments by key players who are focusing on product innovation. These new products have enhanced benefits to differentiate a company's products from the others' and cater to the prevailing problems associated with traditional grooming appliances and changing consumer preferences. One such example is multifunctional products. These innovations are driving the men's grooming appliances market.

For instance, in June 2019, Koninklijke Philips NV launched its Three-in-One Hair Trimmer in India, which performs three functions, i.e., shaving, trimming, and shaping facial hair. Additionally, since conventional single-blade razors pose the risk of cuts and injuries, manufacturers are experimenting with artificial intelligence (AI) and virtual reality (VR) to overcome these limitations. For instance, in September 2019, Philips announced the launch of its AI-powered Smart Shaver series 7000 at the IFA in Germany. Moreover, e-retailer companies are entering partnerships with electric trimmer manufacturers, which may fuel the demand for men's grooming appliances over the forecast period.

Asia-Pacific Expected to Dominate the Market

In the Asia-Pacific region, there is an increasing demand for premium ranges of men's grooming appliances. This is due to the increasing standards of lifestyle, coupled with the growing number of appearance-conscious consumers who believe that an unkempt, ungroomed appearance will negatively impact their chances of social and career-related success. Also, in 2018, the largest share of the consumers of men's grooming products in China were new graduates and businessmen in their forties. Consequently, manufacturers are introducing new products that create an enhanced grooming experience. For instance, in May 2020, the Panasonic Corporation released its skincare shaver, the Lamb Dash ES-MT21, in Japan. This product has a new structure that allows the consumer to take care of their skin while shaving. Among Asian men, the use of grooming appliances is observed to be high, as the consumers in the region are predominantly inclined toward a clean-shaved look, and hence, use shavers regularly. Also, the appliances offering the smoothest shaving experience are the preferred choices of the consumers. Thus, the primary research focus of the manufacturers is on developing products to cater to this preference.

Men's Grooming Appliances Market Competitor Analysis

The men's grooming appliances market is highly concentrated, with global and regional players adopting varied strategies, such as mergers and acquisitions, partnerships, expansions, and product innovations to compete with other players.

Various global companies, such as Koninklijke Philips NV, Spectrum Brands, and P&G hold the largest shares in the men's grooming appliances market. They are implementing product innovation as the primary strategy to meet the growing competition from the new players. For instance, in February 2020, Philips South Africa launched its new range of OneBlade Shavers. The OneBlade Shaver range is the first blade designed for the modern market, allowing men to trim, edge, or shave their beards of any length with complete comfort and convenience.

Additional Benefits:

The market estimate (ME) sheet in Excel format
3 months of analyst support

Table of Contents:

1 INTRODUCTION

1.1 Study Assumptions and Market Definition

1.2 Scope of the Study

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2 RESEARCH METHODOLOGY

3 EXECUTIVE SUMMARY

4 MARKET DYNAMICS

4.1 Market Drivers

4.2 Market Restraints

4.3 Porter's Five Forces Analysis

4.3.1 Threat of New Entrants

4.3.2 Bargaining Power of Buyers/Consumers

4.3.3 Bargaining Power of Suppliers

4.3.4 Threat of Substitute Products

4.3.5 Intensity of Competitive Rivalry

5 MARKET SEGMENTATION

5.1 By Type

5.1.1 Shavers

5.1.2 Stylers/Trimmers

5.1.3 Epilators and Hair Clippers

5.2 By Distribution Channel

5.2.1 Supermarkets/Hypermarkets

5.2.2 Specialty Stores

5.2.3 Online Stores

5.2.4 Other Distribution Channels

5.3 Geography

5.3.1 North America

5.3.1.1 United States

5.3.1.2 Canada

5.3.1.3 Mexico

5.3.1.4 Rest of North America

5.3.2 Europe

5.3.2.1 Spain

5.3.2.2 United Kingdom

5.3.2.3 Germany

5.3.2.4 France

5.3.2.5 Italy

5.3.2.6 Russia

5.3.2.7 Rest of Europe

5.3.3 Asia-Pacific

5.3.3.1 China

5.3.3.2 Japan

5.3.3.3 India

5.3.3.4 Australia

5.3.3.5 Rest of Asia-Pacific

5.3.4 South America

5.3.4.1 Brazil

5.3.4.2 Argentina

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- 5.3.4.3 Rest of South America
- 5.3.5 Middle East & Africa
 - 5.3.5.1 South Africa
 - 5.3.5.2 Saudi Arabia
 - 5.3.5.3 Rest of Middle East & Africa

6 COMPETITIVE LANDSCAPE

- 6.1 Most Active Companies
- 6.2 Most Adopted Strategies
- 6.3 Market Share Analysis
- 6.4 Company Profiles
 - 6.4.1 Procter & Gamble
 - 6.4.2 Koninklijke Philips NV
 - 6.4.3 Panasonic Corporation
 - 6.4.4 Wahl Clipper Corporation
 - 6.4.5 Spectrum Brands Inc.
 - 6.4.6 Conair Corporation
 - 6.4.7 Andis Company
 - 6.4.8 Syska

7 MARKET OPPORTUNITIES AND FUTURE TRENDS

8 IMPACT OF COVID-19 ON THE MARKET

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