

Europe Personal Care Appliances Market Growth, Trends, Covid-19 Impact, and Forecasts (2023 - 2028)

Market Report | 2023-01-23 | 130 pages | Mordor Intelligence

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Report description:

The European personal care appliances market is projected to register a CAGR of 0.91% during the forecast period (2022-2027).

The COVID-19 pandemic has positively impacted the personal care appliances market in the European region. The closure of salons and spas resulted in consumers shifting to a self-grooming regime, which spurred demand for the product. On account of the lockdown restrictions, offline retail stores remained closed, which led to a decline in sales during the restricted period. However, the decreased sales were compensated by the increasing number of consumers shifting to an e-commerce platform for purchasing these electronic appliances.

The personal care electrical appliance witnessed significant growth in recent years. One of the key factors driving the demand for personal care appliances is the decline in consumers visiting salons. The personal care appliances segment is a sizable market and may witness tremendous growth during the forecast period.

The demand may remain positive due to the need for curling irons and other styling products. Hair removal appliances are also gaining prominence, especially due to the growing demand for electric shavers and a shift from manual shavers to electric shavers and trimmers.

Europe Personal Care Appliances Market Trends

Growing Demand for Styling Appliances

The styling tools are designed to meet specific hair concerns of individuals, and consumers can choose the products according to

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their requirements. In Europe, consumers heavily use hair dryers to dry hair quickly and make the hair look smooth and glossy every time after use. These styling tools are mostly preferred to achieve significant control over their hair compared to drying it naturally. The hair appliances, like straighteners and curlers, enable consumers to create various hairstyles as required, thus making these hair styling tools popular among people in the region. To meet the growing demand, the key market players operating are focusing on expanding their distribution channels and networks. Moreover, the rising requirement for hair styling tools, largely across professional salons, followed by the personal use segment, has led to strong growth in lightweight and compact hair styling equipment, such as hair dryers. The growing reliance on using personal products, which combine both the aspects of daily use and are travel size, has witnessed a strong uptick over recent years.

United Kingdom Accounts for a Significant Share

There is a growing demand for high-power and less intrusive personal care appliances that cater to the convenience of customers. Moreover, the major factor boosting the growth of this market is the rising beauty consciousness among men. Increasing demand for male personal care appliances, like trimmers, is increasing awareness about self-grooming and ease of using these appliances, which boosts the market demand. Besides, high disposable income and the growing fashion trends in the corporates have redefined male grooming needs. The growing demand for styling appliances, like hairdryers, among female consumers is expected to boost the market demand during the forecast period. Breakthrough innovations in hairdryers are generating value-grab opportunities for manufacturers. The concept of super hair dryers is encouraging manufacturers to constantly innovate in products. Likewise, the Airshot from Cloud Nine has vitamins infused into its ceramic heating components that nourish the hair.

Europe Personal Care Appliances Market Competitor Analysis

The leading players in the European personal care appliances market enjoy a dominant presence. Brand loyalty is a high-impact factor, with features being a prime parameter. Companies need to have a strong focus on quality, and this attribute plays a pivotal role in brand positioning. The major players in the market include Procter & Gamble Company, Conair Corporation, Spectrum Brands Holdings Inc., and Koninklijke Philips NV. However, the market studied comprises many regional players. Product launches with multifunctional properties under each segment are one of the major strategies, followed by the companies in the region. The global giants are expanding their distribution by launching their products on various online portals to increase their product reach to consumers across the region. The major players are acquiring small firms to consolidate their position in the market.

Additional Benefits:

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

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