

Personal Care Appliances in the Philippines

Market Direction | 2023-02-01 | 35 pages | Euromonitor

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Report description:

Demand for personal care appliances in the Philippines continued to be primarily driven by body shavers and hair care appliances in 2022. Despite greater mobility as restrictions eased and beauty salons and barbers reopened, the habit persistence of maintaining personal grooming routines at home continued to drive up demand for hair care appliances and beard trimmers. During the pandemic, tutorials were uploaded to YouTube and shared via social media platforms which taught consumers how to achieve...

Euromonitor International's Personal Care Appliances in Philippines 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.

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