

Personal Care Appliances in Austria

Market Direction | 2023-04-26 | 35 pages | Euromonitor

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Report description:

Personal care appliances saw solid volume growth in 2022, when COVID-19 finally became a manageable issue, and work and leisure habits made a significant leap towards pre-pandemic normality. Compared to other areas in consumer appliances, which are in decline, this growth is notable. Indeed, in contrast to other categories which are focused on the home and thus which saw a spike in demand during the home lockdowns, personal care appliances was impacted more negatively by the lack of social and w...

Euromonitor International's Personal Care Appliances in Austria 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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reliable information resources to help drive informed strategic planning.

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E-commerce sees slight decline in line with reopening of brick-and-mortar specialist stores

Oral-B remains the front-of-mind brand for consumers, while cheaper models also attract attention

PROSPECTS AND OPPORTUNITIES

From a strong base, further growth is expected in personal care appliances

Electric facial cleansers expected to maintain its robust performance

Brand diversity expected to be broader than ever, bolstered by arrays of products available via e-commerce

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