

Personal Care Appliances in the US

Market Direction | 2023-11-15 | 40 pages | Euromonitor

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Report description:

Retail volume and current value sales of electric facial cleansers are set to continue to decline in 2023. L'Oreal discontinued its Clarisonic system in 2021. In 2023, Clinique discontinued its own version of an electric facial cleanser, the Sonic System. The decline is attributable to a consumer preference for ingredients that exfoliate, rather than physical devices, and consumers appreciate the growing sophistication of cleansers or other topicals that multi-task. Moreover, electric facial cle...

Euromonitor International's Personal Care Appliances in USA 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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