

## **South Korea Electric Shaver Market Report and Forecast 2024-2032**

Market Report | 2023-11-17 | 131 pages | EMR Inc.

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### **Report description:**

South Korea Electric Shaver Market Report and Forecast 2024-2032

#### Market Outlook

According to the report by Expert Market Research (EMR), the South Korea electric shaver market is projected to grow at a CAGR of 3.5% between 2024 and 2032. Aided by the rising emphasis on personal grooming, an increase in disposable incomes, and the rapid growth of e-commerce, the market is expected to grow significantly by 2032.

Electric shavers, which encompass razors for both men and women, offer a combination of convenience, efficiency, and precision. These devices have found increasing acceptance in South Korea, given the nation's strong leaning towards technology and innovation in personal care and grooming appliances.

A significant propellant of the South Korea electric shaver market demand is the changing dynamics in male grooming. Men are now more conscious than ever about their appearance and are investing more in grooming and personal care products. The transition from manual razors to electric ones is evident, driven by the desire for a smoother shave, reduced skin irritation, and the convenience these electric devices offer.

Another factor bolstering the South Korea electric shaver market growth is the increasing participation of women in the workforce, which has seen a surge in demand for female-specific electric shavers. With busy lifestyles, women are looking for quicker and safer grooming tools that fit their needs, pushing the market forward.

The e-commerce boom has provided a significant boost to this market. Online platforms offer a vast array of products, detailed product reviews, and competitive pricing. These platforms enable consumers to compare various products and make an informed decision, contributing value to the South Korea electric shaver market size.

Furthermore, technological advancements and product innovations are vital in shaping the trajectory of this market. Many electric shavers now come with features such as waterproofing, longer battery life, multi-functionality, and ergonomic designs. Such innovations are making these devices more user-friendly, versatile, and efficient.

As per the South Korea electric shaver market analysis, the market's growth can also be attributed to the country's intrinsic cultural and societal norms. South Korea is known for its vibrant beauty and cosmetics industry, with personal grooming and skincare routines deeply embedded in daily life. This culture of maintaining a well-groomed appearance amplifies the demand for electric shavers.

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## Market Segmentation □

The market can be divided based on type and gender.

### Market Breakup by Type

- Foil Shaver
- Wet/Dry Shaver
- Rotary Shaver

### Market Breakup by Gender

- Male
- Female

## Competitive Landscape

The EMR report looks into the market shares, plant turnarounds, capacities, investments, and mergers and acquisitions, among other major developments, of the leading companies operating in the South Korea electric shaver market. Some of the major players explored in the report by Expert Market Research are as follows:

- Koninklijke Philips NV
- Procter & Gamble Company (Braun)
- Panasonic Korea Co., Ltd.
- Zhejiang Runwe Electric Appliance Co., Ltd.
- Edgewell Personal Care Company
- Spectrum Brands, Inc. (Remington)
- Others

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## Table of Contents:

- 1 Preface
- 2 Report Coverage - Key Segmentation and Scope
- 3 Report Description
  - 3.1 Market Definition and Outlook
  - 3.2 Properties and Applications
  - 3.3 Market Analysis
  - 3.4 Key Players
- 4 Key Assumptions
- 5 Executive Summary
  - 5.1 Overview
  - 5.2 Key Drivers
  - 5.3 Key Developments
  - 5.4 Competitive Structure

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- 5.5 Key Industrial Trends
- 6 Market Snapshot
- 7 Opportunities and Challenges in the Market
- 8 South Korea Electric Shaver Market Analysis
  - 8.1 Key Industry Highlights
  - 8.2 South Korea Electric Shaver Historical Market (2018-2023)
  - 8.3 South Korea Electric Shaver Market Forecast (2024-2032)
  - 8.4 South Korea Electric Shaver Market by Type
    - 8.4.1 Foil Shaver
      - 8.4.1.1 Market Share
      - 8.4.1.2 Historical Trend (2018-2023)
      - 8.4.1.3 Forecast Trend (2024-2032)
    - 8.4.2 Wet/Dry Shaver
      - 8.4.2.1 Market Share
      - 8.4.2.2 Historical Trend (2018-2023)
      - 8.4.2.3 Forecast Trend (2024-2032)
    - 8.4.3 Rotary Shaver
      - 8.4.3.1 Market Share
      - 8.4.3.2 Historical Trend (2018-2023)
      - 8.4.3.3 Forecast Trend (2024-2032)
  - 8.5 South Korea Electric Shaver Market by Gender
    - 8.5.1 Male
      - 8.5.1.1 Market Share
      - 8.5.1.2 Historical Trend (2018-2023)
      - 8.5.1.3 Forecast Trend (2024-2032)
    - 8.5.2 Female
      - 8.5.2.1 Market Share
      - 8.5.2.2 Historical Trend (2018-2023)
      - 8.5.2.3 Forecast Trend (2024-2032)
- 9 Market Dynamics
  - 9.1 SWOT Analysis
    - 9.1.1 Strengths
    - 9.1.2 Weaknesses
    - 9.1.3 Opportunities
    - 9.1.4 Threats
  - 9.2 Porter's Five Forces Analysis
    - 9.2.1 Supplier's Power
    - 9.2.2 Buyer's Power
    - 9.2.3 Threat of New Entrants
    - 9.2.4 Degree of Rivalry
    - 9.2.5 Threat of Substitutes
  - 9.3 Key Indicators for Demand
  - 9.4 Key Indicators for Price
- 10 Competitive Landscape
  - 10.1 Market Structure
  - 10.2 Company Profiles
    - 10.2.1 Koninklijke Philips NV

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- 10.2.1.1 Company Overview
- 10.2.1.2 Product Portfolio
- 10.2.1.3 Demographic Reach and Achievements
- 10.2.1.4 Certifications
- 10.2.2 Procter & Gamble Company (Braun)
  - 10.2.2.1 Company Overview
  - 10.2.2.2 Product Portfolio
  - 10.2.2.3 Demographic Reach and Achievements
  - 10.2.2.4 Certifications
- 10.2.3 Panasonic Korea Co., Ltd.
  - 10.2.3.1 Company Overview
  - 10.2.3.2 Product Portfolio
  - 10.2.3.3 Demographic Reach and Achievements
  - 10.2.3.4 Certifications
- 10.2.4 Zhejiang Runwe Electric Appliance Co., Ltd.
  - 10.2.4.1 Company Overview
  - 10.2.4.2 Product Portfolio
  - 10.2.4.3 Demographic Reach and Achievements
  - 10.2.4.4 Certifications
- 10.2.5 Edgewell Personal Care Company
  - 10.2.5.1 Company Overview
  - 10.2.5.2 Product Portfolio
  - 10.2.5.3 Demographic Reach and Achievements
  - 10.2.5.4 Certifications
- 10.2.6 Spectrum Brands, Inc. (Remington)
  - 10.2.6.1 Company Overview
  - 10.2.6.2 Product Portfolio
  - 10.2.6.3 Demographic Reach and Achievements
  - 10.2.6.4 Certifications
- 10.2.7 Others
- 11 Key Trends and Developments in the Market
  - List of Key Figures and Tables
  - 1. South Korea Electric Shaver Market: Key Industry Highlights, 2018 and 2032
  - 2. South Korea Electric Shaver Historical Market: Breakup by Type (USD Million), 2018-2023
  - 3. South Korea Electric Shaver Market Forecast: Breakup by Type (USD Million), 2024-2032
  - 4. South Korea Electric Shaver Historical Market: Breakup by Gender (USD Million), 2018-2023
  - 5. South Korea Electric Shaver Market Forecast: Breakup by Gender (USD Million), 2024-2032
  - 6. South Korea Electric Shaver Market Structure

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