

## **Personal Care Appliances in Singapore**

Market Direction | 2023-11-29 | 39 pages | Euromonitor

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### **Report description:**

In Singapore, COVID-19 restrictions on outdoor and group activities were relaxed from April 2022. As a result, consumers started to return to the office more frequently. This shift led to increasing awareness of physical appearance. Despite being more expensive than the use of a facial cleansing balm, electric facial cleansers continue to gain popularity in Singapore, resulting in ongoing dynamic growth. Demand is being driven by a widespread interest in skin care and the desire to ensure deep f...

Euromonitor International's Personal Care Appliances in Singapore 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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Aggressive promotions via e-commerce continue to drive up share of distribution

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