

Personal Care Appliances in the United Kingdom

Market Direction | 2023-11-27 | 40 pages | Euromonitor

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Report description:

Personal care appliances is expected to see a marginal overall decline in retail volume terms in 2023. Body shavers, electric facial cleansers, and hair care appliances are all anticipated to experience sales declines in 2023. Body shavers intended for women in particular have struggled to achieve growth in 2023, as these products face competition from longer-term hair removal solutions, such as laser hair removal. In addition, given working from home has remained to some extent post-pandemic, a...

Euromonitor International's Personal Care Appliances in United Kingdom 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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Continued focus on health and hygiene benefits oral care appliances

Presence in dynamic oral care appliances helps Oral-B extend its brand lead

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Body shavers set to return to growth thanks to the manscaping trend

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