

Personal Care Appliances in the Netherlands

Market Direction | 2023-12-05 | 35 pages | Euromonitor

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Report description:

Personal care appliances registered a decline in retail volume sales in 2023, as consumers remained cautious of their spending, focusing on essentials during economic uncertainty. Body shavers, electric facial cleaners, and hair care appliances all declined. However, demand for oral care appliances grew as consumers switched from hand tooth brushing to battery or electric tooth brushing. Dentists often recommend electric tooth brushes because they are more proficient in maintaining healthy teeth...

Euromonitor International's Personal Care Appliances in Netherlands 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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Euromonitor International
December 2023

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Inflation and product innovations boost retail value sales in 2023

Consumers turn to budget and private label during a time of economic strain

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The natural trend will have a positive impact on sales of innovative products

Premium appliances with self-care and personalisation features grow

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