

Personal Care Appliances in Chile

Market Direction | 2023-12-15 | 35 pages | Euromonitor

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Report description:

Due to the lower price points of personal care appliances and the fact that the purchasing process tends to be much quicker than it is for more expensive consumer appliances, category sales have rebounded from the previous year's decline.

Euromonitor International's Personal Care Appliances in Chile 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.

Table of Contents:

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List Of Contents And Tables

PERSONAL CARE APPLIANCES IN CHILE

KEY DATA FINDINGS

2023 DEVELOPMENTS

Rebound for personal care appliances as consumers remain cautious of spending on non-essential services

Electric facial cleansers continues to record strong growth from a low base, while demand for hair care appliances stabilises

Brand value remains important, as Chileans search for products that inspire quality

PROSPECTS AND OPPORTUNITIES

Stable demand for personal care appliances as Chileans focus on appearance and wellbeing

Despite dominance of leading brands, category is likely to attract new entries

Leading retailers are key to accessing wider consumer base

CATEGORY DATA

Table 1 Sales of Personal Care Appliances by Category: Volume 2018-2023

Table 2 Sales of Personal Care Appliances by Category: Value 2018-2023

Table 3 Sales of Personal Care Appliances by Category: % Volume Growth 2018-2023

Table 4 Sales of Personal Care Appliances by Category: % Value Growth 2018-2023

Table 5 Sales of Body Shavers by Format: % Volume 2018-2023

Table 6 Sales of Hair Care Appliances by Format: % Volume 2018-2023

Table 7 NBO Company Shares of Personal Care Appliances 2019-2023

Table 8 LBN Brand Shares of Personal Care Appliances 2020-2023

Table 9 Distribution of Personal Care Appliances by Format: % Volume 2018-2023

Table 10 □Forecast Sales of Personal Care Appliances by Category: Volume 2023-2028

Table 11 □Forecast Sales of Personal Care Appliances by Category: Value 2023-2028

Table 12 □Forecast Sales of Personal Care Appliances by Category: % Volume Growth 2023-2028

Table 13 □Forecast Sales of Personal Care Appliances by Category: % Value Growth 2023-2028

CONSUMER APPLIANCES IN CHILE

EXECUTIVE SUMMARY

Consumer appliances in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for consumer appliances?

MARKET INDICATORS

Table 14 Household Penetration of Selected Total Stock Consumer Appliances by Category 2018-2024

Table 15 Replacement Cycles of Consumer Appliances by Category 2018-2024

MARKET DATA

Table 16 Sales of Consumer Appliances by Category: Volume 2018-2023

Table 17 Sales of Consumer Appliances by Category: Value 2018-2023

Table 18 Sales of Consumer Appliances by Category: % Volume Growth 2018-2023

Table 19 Sales of Consumer Appliances by Category: % Value Growth 2018-2023

Table 20 Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2018-2023

Table 21 Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2018-2023

Table 22	Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2018-2023
Table 23	□Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2018-2023
Table 24	□Sales of Small Appliances by Category: Volume 2018-2023
Table 25	□Sales of Small Appliances by Category: Value 2018-2023
Table 26	□Sales of Small Appliances by Category: % Volume Growth 2018-2023
Table 27	□Sales of Small Appliances by Category: % Value Growth 2018-2023
Table 28	□NBO Company Shares of Major Appliances: % Volume 2019-2023
Table 29	□LBN Brand Shares of Major Appliances: % Volume 2020-2023
Table 30	□NBO Company Shares of Small Appliances: % Volume 2019-2023
Table 31	□LBN Brand Shares of Small Appliances: % Volume 2020-2023
Table 32	□Distribution of Major Appliances by Format: % Volume 2018-2023
Table 33	□Distribution of Small Appliances by Format: % Volume 2018-2023
Table 34	□Forecast Sales of Consumer Appliances by Category: Volume 2023-2028
Table 35	□Forecast Sales of Consumer Appliances by Category: Value 2023-2028
Table 36	□Forecast Sales of Consumer Appliances by Category: % Volume Growth 2023-2028
Table 37	□Forecast Sales of Consumer Appliances by Category: % Value Growth 2023-2028
Table 38	□Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2023-2028
Table 39	□Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2023-2028
Table 40	□Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2023-2028
Table 41	□Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2023-2028
Table 42	□Forecast Sales of Small Appliances by Category: Volume 2023-2028
Table 43	□Forecast Sales of Small Appliances by Category: Value 2023-2028
Table 44	□Forecast Sales of Small Appliances by Category: % Volume Growth 2023-2028
Table 45	□Forecast Sales of Small Appliances by Category: % Value Growth 2023-2028

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SOURCES

Summary 1 Research Sources

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