

Personal Care Appliances in China

Market Direction | 2023-11-24 | 37 pages | Euromonitor

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Report description:

Retail volume sales of personal care appliances are set to rebound slightly in 2023, after seeing a couple of years of decline, thanks to the increasing demand for personal care post-pandemic. As all pandemic restrictions were lifted at the end of 2022, and businesses reopened, as well as logistics, outdoor travel and business trips quickly recovering, the demand for personal care appliances has increased, because more consumers are focusing on personal image and hygiene. Personal care appliance...

Euromonitor International's Personal Care Appliances in China 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.

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