

Personal Care Appliances in Norway

Market Direction | 2023-12-14 | 35 pages | Euromonitor

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Report description:

A decline in retail volume sales was noted in 2023, reflecting the consumer shift in household spending priorities. Following COVID-19, many consumers shifted from spending on goods to services and experiences, including travelling and consumer foodservice. This shift from appliances to activities and services challenged retail volume sales during the year. In addition, with COVID-19 restrictions fully lifted, households returned to professional grooming services as health concerns had diminishe...

Euromonitor International's Personal Care Appliances in Norway 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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Value-for-money versatile hair and beard trimmers record retail volume growth

Players focus new product development on multifunctional products

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