

Personal Care Appliances in Spain

Market Direction | 2023-12-15 | 39 pages | Euromonitor

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Report description:

Hair care appliances continued to see healthy growth in retail volume terms in 2023, continuing the pattern seen in the previous two years. Sales were mainly boosted by the strong demand for hair dryers and hair styling appliances. Hair care appliances also saw a double-digit increase in current value terms in 2023 which was partly due to inflation and higher production costs but it was also due to a premiumisation trend within the category. Brands are focused on improving the quality of their p...

Euromonitor International's Personal Care Appliances in Spain 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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Strong innovation being seen in oral care appliances despite declining volume sales

Body shavers struggling but men's shavers reports slightly more positive results

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E-commerce offers more opportunities for growth

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