

Personal Care Appliances in Sweden

Market Direction | 2023-12-14 | 36 pages | Euromonitor

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Report description:

Retail volume sales of personal care appliances fell in the Swedish market in 2023. This decrease was reflective of a broader shift in household spending priorities. During the COVID-19 crisis, household spending focused on the home. However, as the threat from COVID-19 has waned, household spending priorities have shifted away from consumer appliances to activities, services and experiences that were largely curtailed by the pandemic. As a result, households have returned to professional groomi...

Euromonitor International's Personal Care Appliances in Sweden 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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Table of Contents:

Personal Care Appliances in Sweden
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List Of Contents And Tables

PERSONAL CARE APPLIANCES IN SWEDEN

KEY DATA FINDINGS

2023 DEVELOPMENTS

Fall in retail volume sales

Higher retail price points

Multi-functional personal care appliances

PROSPECTS AND OPPORTUNITIES

Cost of living pressures to dampen demand

Greater connectivity

Concentrated competitive landscape

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 SWEDEN

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

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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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