

Personal Care Appliances in Indonesia

Market Direction | 2023-12-18 | 38 pages | Euromonitor

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Report description:

Retail volume sales of personal care appliances witnessed significant growth in during the review period. This was reflective of a cultural shift, whereby an increasing number of Indonesians placed greater emphasis on their appearance. With most consumers returning to physical workplaces in 2023 and socialising more frequently, this also continued to fuel the need for convenient solutions to enhance their personal appearance. As such, personal care appliances such as body shavers, hair care appl...

Euromonitor International's Personal Care Appliances in Indonesia 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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reliable information resources to help drive informed strategic planning.

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Hair care appliances register a dynamic performance

Philips retains its dominance, despite aggressive competition from rival brands

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Personal care is poised for a bright future, as social media and Korean culture exert a significant influence

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