

Personal Care Appliances in India

Market Direction | 2024-02-13 | 35 pages | Euromonitor

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Report description:

While the growth rate for the category slowed marginally in 2023, retail volume sales remained robust due to factors such as rising awareness, new product innovation and launches, and greater mobility. A growing emphasis on hygiene, personal grooming, and appearance has increasingly prompted consumers to invest in personal care appliances. Furthermore, the influence of media and social trends has also played a significant role in boosting sales for the category, as consumers seek to align with t...

Euromonitor International's Personal Care Appliances in India report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2019-2023, 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 2028 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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Philips India retains category lead, driven by wide portfolio and frequent new launches
Male grooming products experience growing demand

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