

Personal Care Appliances in India

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

AVAILABLE LICENSES:

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

reliable information resources to help drive informed strategic planning.

Table of Contents:

Personal Care Appliances in India
Euromonitor International
February 2024

List Of Contents And Tables

PERSONAL CARE APPLIANCES IN INDIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Increasing mobility leads to greater demand for personal care appliances
Philips India retains category lead, driven by wide portfolio and frequent new launches
Male grooming products experience growing demand

PROSPECTS AND OPPORTUNITIES

Solid growth projected for personal care appliances over the forecast period
Retail e-commerce to remain a major platform for personal care appliances

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 INDIA

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

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com
www.scotts-international.com

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

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

DISCLAIMER

SOURCES

Summary 1 Research Sources

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Personal Care Appliances in India

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

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

☐ ** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*		Phone*	
First Name*		Last Name*	
Job title*			
Company Name*		EU Vat / Tax ID / NIP number*	
Address*		City*	
Zip Code*		Country*	
		Date	2026-02-23
		Signature	

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com