

**Personal Care Appliances in Brazil**

Market Direction | 2024-11-18 | 37 pages | Euromonitor

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**Report description:**

The normalisation of the beauty services market after the pandemic, when many consumers needed to carry out personal care themselves at home, continues to have an impact in 2024. In this year, the slowing of growth in personal care appliances is therefore expected to continue in Brazil, although solid growth is still expected in both retail volume and current value terms. As penetration is high, players are aiming for growth through replacement sales, offering higher technology and better design...

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

Personal Care Appliances in Brazil

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### List Of Contents And Tables

#### PERSONAL CARE APPLIANCES IN BRAZIL

##### KEY DATA FINDINGS

##### 2024 DEVELOPMENTS

Growth in personal care appliances stabilises in the post-pandemic period

Consumer loyalty to established hair care brands stays strong despite surge in new options

Campaigns expand market for male body shaving and spur retailers' interest

##### PROSPECTS AND OPPORTUNITIES

Health and wellness trend set to drive growth and penetration in personal care appliances

Tax changes and e-commerce partnerships to shape dynamics of personal care appliances

Xiaomi to capitalise on growth in electric facial cleansers with import tax benefits

##### CATEGORY DATA

Table 1 Sales of Personal Care Appliances by Category: Volume 2019-2024

Table 2 Sales of Personal Care Appliances by Category: Value 2019-2024

Table 3 Sales of Personal Care Appliances by Category: % Volume Growth 2019-2024

Table 4 Sales of Personal Care Appliances by Category: % Value Growth 2019-2024

Table 5 Sales of Body Shavers by Format: % Volume 2019-2024

Table 6 Sales of Hair Care Appliances by Format: % Volume 2019-2024

Table 7 NBO Company Shares of Personal Care Appliances 2020-2024

Table 8 LBN Brand Shares of Personal Care Appliances 2021-2024

Table 9 Distribution of Personal Care Appliances by Format: % Volume 2019-2024

Table 10 □Forecast Sales of Personal Care Appliances by Category: Volume 2024-2029

Table 11 □Forecast Sales of Personal Care Appliances by Category: Value 2024-2029

Table 12 □Forecast Sales of Personal Care Appliances by Category: % Volume Growth 2024-2029

Table 13 □Forecast Sales of Personal Care Appliances by Category: % Value Growth 2024-2029

#### CONSUMER APPLIANCES IN BRAZIL

##### EXECUTIVE SUMMARY

Consumer appliances in 2024: The big picture

2024 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 2019-2025

Table 15 Replacement Cycles of Consumer Appliances by Category 2019-2025

##### MARKET DATA

Table 16 Sales of Consumer Appliances by Category: Volume 2019-2024

Table 17 Sales of Consumer Appliances by Category: Value 2019-2024

Table 18 Sales of Consumer Appliances by Category: % Volume Growth 2019-2024

Table 19 Sales of Consumer Appliances by Category: % Value Growth 2019-2024

Table 20 Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2019-2024

Table 21 Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2019-2024  
Table 22 Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2019-2024  
Table 23 □Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2019-2024  
Table 24 □Sales of Small Appliances by Category: Volume 2019-2024  
Table 25 □Sales of Small Appliances by Category: Value 2019-2024  
Table 26 □Sales of Small Appliances by Category: % Volume Growth 2019-2024  
Table 27 □Sales of Small Appliances by Category: % Value Growth 2019-2024  
Table 28 □NBO Company Shares of Major Appliances: % Volume 2020-2024  
Table 29 □LBN Brand Shares of Major Appliances: % Volume 2021-2024  
Table 30 □NBO Company Shares of Small Appliances: % Volume 2020-2024  
Table 31 □LBN Brand Shares of Small Appliances: % Volume 2021-2024  
Table 32 □Distribution of Major Appliances by Format: % Volume 2019-2024  
Table 33 □Distribution of Small Appliances by Format: % Volume 2019-2024  
Table 34 □Forecast Sales of Consumer Appliances by Category: Volume 2024-2029  
Table 35 □Forecast Sales of Consumer Appliances by Category: Value 2024-2029  
Table 36 □Forecast Sales of Consumer Appliances by Category: % Volume Growth 2024-2029  
Table 37 □Forecast Sales of Consumer Appliances by Category: % Value Growth 2024-2029  
Table 38 □Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2024-2029  
Table 39 □Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2024-2029  
Table 40 □Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2024-2029  
Table 41 □Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2024-2029  
Table 42 □Forecast Sales of Small Appliances by Category: Volume 2024-2029  
Table 43 □Forecast Sales of Small Appliances by Category: Value 2024-2029  
Table 44 □Forecast Sales of Small Appliances by Category: % Volume Growth 2024-2029  
Table 45 □Forecast Sales of Small Appliances by Category: % Value Growth 2024-2029

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#### SOURCES

#### Summary 1 Research Sources

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