

Personal Care Appliances in China

Market Direction | 2024-11-19 | 40 pages | Euromonitor

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Report description:

Retail volume sales of personal care appliances in China are expected to experience a slight decline in 2024, mainly due to a decrease in demand in the largest category, body shavers. Men's shavers is the primary segment within body shavers, and has relatively high penetration. In 2023, retail volume sales of men's shavers saw a slight increase, driven by portable products. However, demand is expected to fall in 2024. Men's shavers are being replaced by some consumers with more affordable manual...

Euromonitor International's Personal Care Appliances in China 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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The popularity of high-speed hair dryers and product development support the strong growth of hair care appliances
Other personal care appliances experiences a double-digit decline

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