

## **Personal Care Appliances in South Africa**

Market Direction | 2024-12-13 | 37 pages | Euromonitor

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### **Report description:**

Personal care appliances in South Africa continues to record marginal retail volume growth in 2024, mainly driven by hair care appliances, which accounts for 87% share within the category. However, personal grooming across the country is becoming an increasingly important aspect of many consumers' lives. While this concept was traditionally linked more to female consumers in the country, attitudes are gradually changing as an increasing number of males start to take care of their overall appearance...

Euromonitor International's Personal Care Appliances in South Africa 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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Euromonitor International  
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Landscape remains fairly fragmented with multiple brands competing for share  
Amazon enters local market, supporting online sales of personal care appliances

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