

Personal Care Appliances in Australia

Market Direction | 2025-01-10 | 37 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €995.00
- Multiple User License (1 Site) €1990.00
- Multiple User License (Global) €2985.00

Report description:

Retail volume sales of personal care appliances in Australia have returned to growth in 2024, although many local consumers are prioritising value-driven purchases amid high inflation, with an emphasis on affordability and price reductions. This tendency is clear as an increasing number of consumers search for offers and run price comparisons online. Given the impact of inflation on personal finances, consumers are in search of high-performance appliances that are reasonably priced and offer con...

Euromonitor International's Personal Care Appliances in Australia report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2020-2024, 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 2029 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 reliable information resources to help drive informed strategic planning.

Scotts International. EU Vat number: PL 6772247784

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

www.scott-international.com

Table of Contents:

Personal Care Appliances in Australia
Euromonitor International
January 2025

List Of Contents And Tables

PERSONAL CARE APPLIANCES IN AUSTRALIA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Affordability a major aspect driving consumers' purchasing decisions
Personalisation and multifunctionality increasingly demanded by consumers
Energy efficiency an important feature within the category

PROSPECTS AND OPPORTUNITIES

Wet-to-dry innovation within hair care appliances
Increasing penetration of connected beauty devices
Consumers demand hair protection and advanced heat control

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 AUSTRALIA

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

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

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

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 Australia

Market Direction | 2025-01-10 | 37 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	€995.00
	Multiple User License (1 Site)	€1990.00
	Multiple User License (Global)	€2985.00
		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*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2025-05-12"/>
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com