

Personal Care Appliances in Germany

Market Direction | 2025-01-20 | 38 pages | Euromonitor

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Report description:

Despite a reluctance among many local consumers to purchase consumer appliances in 2024, demand for personal care appliances in Germany continues to grow, due mainly to the dynamic performance of body shavers. These appliances particularly benefit from IPL (Intense Pulse Light) technology that already resulted in a boom the previous year, with this traditionally only accessible through costly professional treatments. Therefore, consumers can now painlessly achieve long-lasting results from the C...

Euromonitor International's Personal Care Appliances in Germany 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.

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IPL technology drives sales of body shavers, while multifunctional hot air stylers are substitutes for separate hair care appliances
Trust and convenience are important factors that shape the competitive landscape
Players' own e-commerce platforms support increasing move online

PROSPECTS AND OPPORTUNITIES

New standards to shape body shavers and hair care appliances over forecast period
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