

## **Personal Care Appliances in Israel**

Market Direction | 2025-01-20 | 37 pages | Euromonitor

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### **Report description:**

Retail volume sales of personal care appliances rose in Israel in 2024. The category saw rising prices over 2024 and a tendency amongst Israeli consumers to purchase products only to replace items when they were broken rather than experimenting with new and interesting options in areas such as shavers or hair appliances. In addition, the trend for laser hair removal also dented sales of body shavers, as did religious constraints that prohibit excessive shaving, particularly for men. Nonetheless,...

Euromonitor International's Personal Care Appliances in Israel 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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Positive performance in 2024

Online stores offer discounts to stimulate sales

Procter & Gamble retains lead in personal care appliances, while Dyson remains the hot ticket in 2024.

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Tax hikes and rising prices to dampen growth rates

More expensive brands likely to see higher sales

No change in distribution channels expected over forecast period

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