

## **Personal Care Appliances in South Korea**

Market Direction | 2025-01-15 | 39 pages | Euromonitor

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### **Report description:**

Personal care appliances in South Korea is set to see retail volume growth in 2024 - the only consumer appliances category expected to do so. Demand for personal care appliances has grown as more people are engaging in activities outside the home, despite ongoing economic challenges. While volume growth is anticipated to be modest, at a single-digit rate, a double-digit increase is expected in retail current value terms. This indicates a growing preference for higher-quality personal care applia...

Euromonitor International's Personal Care Appliances in South Korea 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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reliable information resources to help drive informed strategic planning.

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