

Personal Care Appliances in Sweden

Market Direction | 2025-01-14 | 35 pages | Euromonitor

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Report description:

In 2024, retail volume growth in personal care appliances was underpinned by rising demand for electric toothbrush units in Sweden. Innovation is a key growth driver of electronic toothbrush units helping to improve the product efficacy of oral care appliances, with brands such as Philips Sonicare developing apps to offer additional benefits. The Philips Sonicare app aims to provide detailed guidance and data to inform users on how to improve their oral hygiene routines. The Philips Sonicare 900...

Euromonitor International's Personal Care Appliances in Sweden 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.

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