

## **Personal Care Appliances in the Netherlands**

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

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### **Report description:**

Personal care appliances experienced flat growth in retail volume terms in 2024. After seeing dynamic growth during the pandemic as consumers were forced to take a DIY approach to their hair and beauty demand has since stabilised. These products once again face competition from professional beauty and hair salons offering a range of services, with this having a negative impact on demand for hair care appliances and body shavers in particular. Despite this competition sales of personal care appli...

Euromonitor International's Personal Care Appliances in Netherlands 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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