

## **Europe Personal Care Appliances - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)**

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### **Report description:**

The Europe Personal Care Appliances Market is expected to register a CAGR of 3.21% during the forecast period.

The personal care appliances market in Europe is majorly driven by the growing consumer inclination toward maintaining their appearance and extensively looking after their hygiene and health. The personal grooming and maintenance trend is increasingly impacting the millennials and Generation Z customers residing in the region. Additionally, lifestyle upgrades and increasing per capita income of people are primarily supporting the market's growth by increasing the desirability of advanced personal care appliances that have fewer negative effects on the hair or skin. Such factors are allowing consumers to consider smart oral and hair care appliances to enhance their living style and well-being. Similarly, the rising geriatric population and burden of dental diseases, innovation in technology introducing improved product varieties, and rising oral care problems among children due to poor eating habits are supporting the use of oral care appliances across the region.

Moreover, the expanding market for male grooming products, including skincare, hair care, and grooming tools, has contributed to the overall growth of the industry in the region. Also, as the market is witnessing significant investments from global as well as local players, who are focusing on expanding their product offerings and presence across the region with products for daily use, is accelerating the growth of the market studied. For instance, in July 2021, Velecta, Paris launched hair dryers through the Wavy Store across France. According to the company, the products have been designed to dry hair quickly with several ranges and powder of 1,300 watts to 2,200 watts. According to the company, launched products include ionic technology which was claimed to be designed to minimize the impact of heat on the hair therefore making it less aggressive than a traditional hair dryer. This innovation was asserted to be particularly useful for hair that is already damaged or weakened and for almost daily use of the hair dryer.

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Furthermore, rechargeable battery-powered personal care appliances are gaining popularity due to their convenient usage. These appliances are completely portable, making them travel-friendly. Cordless appliances such as hair trimmers, shavers, and epilators are witnessing a high market representation among male & female consumers as these appliances are hassle-free and user-friendly compared to corded personal care appliances. Players are also focused on developing such products to cater to the growing demand. In addition, the rise in penetration of e-commerce is driving manufacturers to establish themselves with online platforms to expand their consumer base and penetrate the market.

## Europe Personal Care Appliances Market Trends

### Increasing Trend of Self Grooming Routine

An increase in importance related to health, body image, self-grooming, and hygiene among men and women is the key factor driving the market. Additionally, continuously changing consumer preferences towards highly sophisticated products and a rise in consciousness regarding quality, product value, and brands are also impacting the market across the region. Additionally, growing awareness about the importance of an overall personal care regime coupled with emerging trends in fashion, and social media's influence, towards aesthetically appealing looks, is also expected to boost the market growth. Social media has become an increasingly important platform for brands to showcase their products as social media posts can reach a wide range of potential customers across the region and generate buzz, particularly in the beauty and personal care industry.

Moreover, in Europe, consumers heavily use hair dryers to dry hair quickly and make the hair look smooth and glossy every time after use. These styling tools are mostly preferred to achieve significant control over their hair compared to drying it naturally. The hair appliances, like straighteners, dryers, and curlers, enable consumers to create various hairstyles as required, thus making these hair styling tools popular among people in the region. For instance, according to UN Comtrade, in 2022, Spain imported almost USD 55 million worth of hair dryers, up from the previous year's value of USD 43.8 million.

Furthermore, to meet the growing demand, the key market players are focusing on expanding their distribution channels and networks. Moreover, the rising requirement for hair styling tools, largely across professional salons, followed by the personal use segment, has led to strong growth in lightweight and compact hair styling equipment, such as hair dryers. The growing reliance on using personal products, which combine both the aspects of daily use and travel size, has witnessed a strong uptick over recent years. Hence, players operating in the market include such products to target consumers with efficient products in compact sizes. For instance, Jaguar, a Germany-based company includes J-Cut liner, a mini trimmer for facial hair contouring in its product portfolio that is also able to create versatile and innovative hair tattoos. Such factors are expected to further boost the market's growth.

### United Kingdom Accounts for a Significant Share

There is a growing demand for high-power and less intrusive personal care appliances that cater to the convenience of customers in the United Kingdom. Moreover, the major factor boosting the growth of the market in the United Kingdom is the rising beauty consciousness among men. Increasing awareness about self-grooming and ease of using appliances through various streams like social media is raising the demand for personal care appliances, like trimmers which eventually boosts the market demand. Besides, high disposable income and the growing fashion trends in the corporates have redefined male grooming needs. Similarly, the growing demand for styling appliances, like hairdryers, among female consumers is expected to boost the market demand during the forecast period.

Breakthrough innovations in hairdryers and straighteners are generating value-grab opportunities for manufacturers. The concept of super hair dryers and straighteners is encouraging manufacturers to constantly innovate in products. For instance, in May 2023, Dyson launched a hair straightener, Airstraight claiming that the product not only straightens the hair strands as it glides but the

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airflow is directed away from the body, so the user doesn't end up feeling hot and bothered.

Moreover, other factors such as growing organized retail, the emergence of a young urban population with increased per capita spending, and an increase in the number of working women among others are expected to significantly impact the share of the market. In addition to this, continuously changing lifestyles coupled with increased affordability of luxury products are also expected to have the potential to influence the market in the country.

## Europe Personal Care Appliances Industry Overview

The leading players in the European personal care appliances market enjoy a dominant presence while various local and regional players are establishing themselves with innovative strategies. Brand loyalty is a high-impact factor, with features being a prime parameter. Companies need to have a strong focus on quality, and this attribute plays a pivotal role in brand positioning. The major players in the market include Procter & Gamble Company, Conair Corporation, Spectrum Brands Holdings Inc., Koninklijke Philips NV, and Coty Inc. Product launches with multifunctional properties under each segment are one of the major strategies, followed by the companies in the region. The global giants are expanding their distribution by launching their products on various online portals to increase their product reach to consumers across the region. The major players are acquiring small firms to consolidate their position in the market.

### Additional Benefits:

- The market estimate (ME) sheet in Excel format
- 3 months of analyst support

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