

## **United States Fabric Shavers - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)**

Market Report | 2025-04-28 | 150 pages | Mordor Intelligence

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### **Report description:**

The United States Fabric Shavers Market size is estimated at USD 1.02 billion in 2025, and is expected to reach USD 1.28 billion by 2030, at a CAGR of 4.78% during the forecast period (2025-2030).

The United States is observing a continuous increase in the market size of its home textile products, with a rising revenue for apparel, leading to the country emerging as a significant contributor to the demand for fabric shavers. Post-COVID-19, rising urbanization and employment rates in the United States are leading to an increase in spending on various types of clothing as well as on accessories for maintenance by the residents. New York, Los Angeles, Chicago, and Houston have emerged as cities in the United States with the highest urban population and spending on small home appliances, leading to fabric shaver manufacturers expanding their retail units in the market.

With the rise in the production of synthetic as well as natural fabrics made clothing in the country, manufacturers are designing their fabric shavers to remove the pilling from all categories of clothing. Post-COVID-19, United States household expenditure on fabric and clothing maintenance appliances such as irons observed a continuous increase, creating a positive externality for sales of fabric shavers in the market. Online revenue share of small appliances existing at more than 55% is leading to an increasing number of fabric shaver manufacturers diversifying their sales by offering products through E-commerce and direct website channels in the country.

In the United States, women exist as major contributors to the demand for apparel, with more than half of the market share, leading to manufacturers designing their products and advertisements keeping specific segments of the population in mind. Over the period, demand for lightweight, portable, and rechargeable fabric shavers is expected to lead the market in a new direction, creating an opportunity for the manufacturers to reap the existing market gap, and fabric shavers are minimizing the lack of

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standardized tools by improving the sustainability of clothes.

## United States Fabric Shavers Market Trends

### Rising Online Sales of Fabric Shavers

The rising online revenue share of small appliances in the United States is resulting in an increasing demand for fabric shavers through online channels. As a driving force for the online fabric shaver market, the United States has observed a continuous increase in the number of e-commerce users over the years, existing at a level of more than 260 million with a penetration rate of more than 80%, helping the fabric shaver manufacturers to reduce customer acquisition costs and increase their product sales. Steamery, Amazon, Evercare, and Phillips are among some of the players in the market offering their products through direct websites and E-commerce channels and providing users with a wide range of fabric shaver products in a single window with flexible payment methods of EMI, credit cards added with various discount and payment options.

### Increasing Demand from Residential Segment

The United States has observed a continuous increase in population over the years, leading to an increase in clothing, textile, and apparel demand by the residential segment and driving the market opportunity for sales of fabric shavers in removing the pillings generated. A major share of demand is expected to be generated from the urban population as rising employment and level of income are leading to increasing expenditure on small appliances by households. Linen and Cotton are among the clothing segments in the United States, observing a year-on-year price increase of more than 10%, leading to households reducing their clothing wastage and making expenditures on appliances, which helps in maintaining clothing and making them last long. Among households, shirts, sweaters, pants, shorts, coats, and jackets are among the major clothing for which households in the United States demand fabric shavers and drive the fabric shaver market.

## United States Fabric Shavers Industry Overview

The United States fabric shavers market is partially fragmented, with an increasing number of players entering the market with a varied range of fabric shavers. Rising product innovation in the market is leading to manufacturers launching rechargeable and wireless fabric shavers with a rise in sales through online channels. Some of the existing players in the United States fabric shavers market are Steamery, Philips, Conair, NORI, and Falconeri.

### Additional Benefits:

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

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