

# Personal Care Appliances Industry to Grow at a 7.3% CAGR Forecast to 2020

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*Worldwide Personal Care Appliances Industry Analysis & 2020 Forecast Report*

PUNE, INDIA, August 25, 2016 /EINPresswire.com/ -- [Global Personal Care Appliances Industry](#)

Analysts forecast the global personal care appliances market to grow at a CAGR of 7.3% during the period 2016-2020. The trend of buying grooming appliances is highly seasonal. For instance, in North America customers prefer buying it during the first half of December. With the rise in internet and smartphone penetration, more customers are buying grooming products online. With the high penetration of personal care appliances in the North American and European markets — especially hair stylers, dryers, power shavers, and toothbrushes — manufacturers are targeting developing nations like India and China. Many companies have shifted their manufacturing base from the West to the East, especially to China, due to low labor and other manufacturing expenses.

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Covered in this report

The report covers the present scenario and the growth prospects of the global personal care appliances market for 2016-2020. To calculate the market size, the report considers revenue generated from the retail sales of personal care appliances.

The market is divided into the following segments based on geography:

- APAC
- Europe
- North America
- ROW

Global Personal Care Appliances Market 2016-2020, has been prepared based on an in-depth market analysis with inputs from industry experts. The report covers the market landscape and its growth prospects over the coming years. The report also includes a discussion of the key vendors operating in this market.

Key vendors

- Conair
- Helen of Troy
- Koninklijke Philips
- Procter & Gamble (P&G)
- Panasonic
- Spectrum Brands

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Other prominent vendors

- Andis

- Colgate
- Groupe SEB
- Lion
- Omron Healthcare
- Wahl Clipper
- Waterpik Technologies

#### Market driver

- Shift from manual use to appliance-based grooming products by men, triggered by need for sophistication
- For a full, detailed list, view our report

#### Market challenge

- Competing with low-cost non-appliance products that showcase similar value
- For a full, detailed list, view our report

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#### Market trend

- Frequent travelers fuel demand for travel-size appliances
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#### Key questions answered in this report

- What will the market size be in 2020 and what will the growth rate be?
- What are the key market trends?
- What is driving this market?
- What are the challenges to market growth?
- Who are the key vendors in this market space?
- What are the market opportunities and threats faced by the key vendors?
- What are the strengths and weaknesses of the key vendors?

You can request one free hour of our analyst's time when you purchase this market report. Details are provided within the report.

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