

India Personal Care Appliances Market: Industry Size, Growth, Analysis And Forecast

India Personal Care Appliances Market Overview", hair care appliances category is contributing for more than 50% of the overall market

PUNE, INDIA, October 25, 2017 /EINPresswire.com/ -- This report gives a detailed analysis on personal care appliances market in India. [India personal care appliances market](#) encompasses of four major segments i.e., hair care appliances, hair removal appliances, oral care appliances and other personal care appliances. Hair care appliances category includes products such as hair dryer, hair straightener and hair styler whereas hair removal appliances includes trimmer, power shaver, epilators, hair clippers, body groomers, face stylers, etc. Oral care appliances category has products like electric & battery toothbrush, oral irrigators and plaque removals. The report mentions competition of leading companies that are involved in the marketing of various personal care appliances. In terms of end user, the market is divided into female grooming products, male grooming products and unisex products. Personal care appliances distribution channel includes online as well as offline mode in India. The report also provides a global outlook with value analysis of the market. Customer preferences and purchasing decision parameters towards the personal care appliances have also been examined and recommendations have been provided for the new entrants in the report.

According to "India Personal Care Appliances Market Overview", hair care appliances category is contributing for more than 50% of the overall market. Youngsters from metro and urban areas are the key users of hair care and hair removal appliances in India. Moreover, modern retail chain and e-commerce portals are rapidly gaining popularity, and are expected to be a largest selling channel in coming years. Foreign and domestic companies are competing with each other in the personal care appliances market. They are making serious efforts to penetrate the market through innovation and product development, coupled with competitive marketing strategies. Philips and Panasonic are the prominent players in this industry, while Conair, Braun and Wahl are internationally imported brands. Domestic brands such as Nova and Vega are selling their hair dryers, hair straighteners, hair stylers and trimmers at a lower price point as compared to Philips and Panasonic.

Personal care appliances are designed for maintaining personal grooming on daily basis. India is the second most populous country with 1.34 billion people, just after China. With 356 million 10-24 year-olds, India has the world's largest youth population despite having a smaller population than China. With such a large base of young population, India serves a bright opportunity for the personal care appliance players. The market is witnessing a sharp increase in India and has showcased marvelous growth in recent years. Key drivers impelling the demand for personal care appliances are raising standard of living, increasing disposable income of youngsters, and more importantly high emphasis on personal appearance and desire to look unique.

Personal Care Appliances Market Segmentation:

- Hair Care Appliances: Hair Dryer, Hair Straightener, Hair Styler
- Hair Removal Appliances: Trimmer, Power Shaver, Epilator, Others (Hair Clipper, Body Groomer, Face Styler)
- Oral Care Appliances: Electric & Battery Toothbrush, Oral Irrigator, Plaque Removal

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“India Personal Care Appliances Market Overview” discusses the following aspects of personal care appliances in India:

The report gives an in-depth understanding of personal care appliance market in India:

- Global Personal Care Appliances Market Outlook
- Global Personal Care Appliances Market Size By Value & Forecast
- Global Personal Care Appliances Market Segmental Analysis: By Region, By Segment, By End User
- India Personal Care Appliances Market Outlook
- India Personal Care Appliances Market Size By Value & Forecast
- India Personal Care Appliances Market Segmental Analysis: By Brand, By Segment, By End User, By Distribution Channel
- India Hair Care Appliances Market Size By Value & Forecast
- India Hair Dryer/Blow Dryer Market Size By Value & Forecast
- India Hair Straighteners Market Size By Value & Forecast
- India Hair Stylers Market Size By Value & Forecast
- India Hair Removal Appliances Market Size By Value & Forecast
- India Face Shaver & Trimmer Market Size By Value & Forecast
- India Epilator Market Size By Value & Forecast
- India Other Hair Removal Appliances Market Size By Value & Forecast
- India Oral Care Appliances Market Size By Value & Forecast
- India Electric & Battery Toothbrush Market Size By Value & Forecast
- India Other Oral Care Appliances Market Size By Value & Forecast
- India Other Personal Care Appliances Market Outlook
- Product Price & Variant Analysis
- The key vendors in this market space

This report can be useful to Industry consultants, manufacturers and other stakeholders to align their market-centric strategies. In addition to marketing & presentations, it will also increase competitive knowledge about the industry.

Report Methodology

The information contained in this report is based upon both primary and secondary research. Primary research included interviews with various channel partners of personal care appliances in India. Secondary research included an exhaustive search of relevant publications like company annual reports, financial reports and proprietary databases.

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Norah Trent
wiseguyreports
+1 646 845 9349 / +44 208 133 9349
[email us here](#)

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