

# Electric Shavers Market worth \$11.04 billion by 2030, growing at a CAGR of 5.70% - Exclusive Report by 360iResearch

*The Global Electric Shavers Market to grow from USD 7.08 billion in 2022 to USD 11.04 billion by 2030, at a CAGR of 5.70%.*

PUNE, MAHARASHTRA, INDIA, November 15, 2023 / EINPresswire.com/ -- The "[Electric Shavers Market](#) by Product (Foil Shaver, Rotary Shaver), Gender (Female, Male), Distribution Channel - Global Forecast 2023-2030" report has been added to 360iResearch.com's offering.

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The electric shavers market encompasses producing, distributing, and selling various electric shaving devices designed for hair removal from different body parts. These devices provide a comfortable and smooth shaving experience using oscillating or rotating blades powered by rechargeable batteries or direct electrical connections. Primary end-users include individual consumers, professional barbers, and beauty salons. Growing awareness of personal grooming and rising awareness about on-the-go grooming products fuel the market growth. Furthermore, the emergence of e-commerce platforms has facilitated easy access to a vast range of electric shaver options and accessories at competitive prices. However, limitations and challenges affect market growth, including high product costs that might deter consumers from purchasing electric shavers over traditional razors. The presence of counterfeit shaving products at lower prices also impacts brand reputation and customer trust in established players. Opportunities

within this market include rapid technological advancements in style, reduced maintenance, and easy-to-maintain catering to diverse consumer needs based on skin types or facial hair density. Developing eco-friendly products using sustainable materials is expected to attract environmentally conscious customers. Additionally, investments in research and development lead to advanced technologies such as smart device integration for personalized routines or self-cleaning mechanisms that minimize maintenance requirements, creating significant growth opportunities.

**Gender:** Adoption of electric shavers by female and male for efficient hair removal

Female electric shavers focus on gentle hair removal for delicate skin with minimal irritation, especially in sensitive areas. Advanced features include pivoting heads that adapt to body contours and hypoallergenic blades that reduce redness. Male electric shavers prioritize handling coarse facial hair while maintaining comfort during daily use. Men seek close shaves, versatility for various facial hair lengths, ease of maintenance, multi-directional shaving heads, self-sharpening blades, and precision trimmers. Female-focused electric shavers emphasize gentle hair removal, while male counterparts prioritize close shaves for coarse facial hair without compromising comfort or effectiveness.

**Distribution Channel:** Increasing preference for online retail due to its advantages

Offline retail comprises brick-and-mortar stores such as department stores, supermarkets, specialty personal care stores, and electronics retailers. These physical stores offer convenience and personalized assistance from trained sales personnel for need-based customers. A subcategory within offline retail is salon equipment suppliers catering to professional barbers and hairdressers with specialized products. Online retail includes e-commerce platforms, regional websites, and direct-to-consumer. This channel caters to customers prioritizing convenience, price comparison, variety of options, discounts, and deals. The choice between offline and online channels depends on consumer preferences when selecting electric shavers. Manufacturers are strategically establishing their presence in both channels to maximize reach among diverse global consumer segments.

**Product:** Growing demand for Rotary shavers for handling thicker hair growth patterns

A foil shaver uses a thin layer of metal, typically stainless steel, perforated with holes that cover oscillating blades. As the shaver is moved across the skin, hairs enter the holes and are cut by the blades beneath. Foil shavers are ideal for people with sensitive skin, fine hair, or who prefer a close shave. Rotary shavers consist of circular spinning blades covered by protective caps that lift and cut hairs as they contact the skin. This design allows efficient shaving around facial contours such as the chin and neck. Rotary shavers are best suited for individuals with coarse or thick hair growth patterns or who prefer a longer time between shaves. Both foil and rotary shavers have their advantages depending on individual needs.

**Regional Insights:**

In the Americas, technological advancements have greatly impacted consumer decisions, with preferences leaning towards features such as wet/dry shaving capabilities and efficient battery

life. Research and development investments targeted at specific customer needs, such as sensitive skin or heavy beard growth, are rising. In Europe, Consumers across countries such as Germany, France, Italy, Spain, and the UK prioritize high-quality premium products offering convenience and durability. Recent innovations in this region focus on environmentally friendly materials for manufacturing electric shavers and enhancing user experience through ergonomic designs. The Middle Eastern market exhibits a growing demand for grooming products due to rising disposable income levels and urbanization trends among men. Consumers favor sophisticated designs emphasizing quality performance in this region. Due to rapid urbanization and an emerging middle-class population, African markets present untapped potential for electric shaver manufacturers. The surge of online retail platforms has significantly increased access to grooming products across the continent. Key players target these markets with affordable electric shavers catering to African consumers' needs. In the Asia Pacific region, countries include China, Japan, and India, where increasing disposable income alongside a growing focus on personal grooming among younger populations primarily drives demand. In China, R&D investment has resulted in local brands challenging well-established international players, while Japanese customers prioritize quality and innovation, leading to higher adoption rates for technologically advanced electric shavers.

#### FPNV Positioning Matrix:

The FPNV Positioning Matrix is essential for assessing the Electric Shavers Market. It provides a comprehensive evaluation of vendors by examining key metrics within Business Strategy and Product Satisfaction, allowing users to make informed decisions based on their specific needs. This advanced analysis then organizes these vendors into four distinct quadrants, which represent varying levels of success: Forefront (F), Pathfinder (P), Niche (N), or Vital(V).

#### Market Share Analysis:

The Market Share Analysis offers an insightful look at the current state of vendors in the Electric Shavers Market. By comparing vendor contributions to overall revenue, customer base, and other key metrics, we can give companies a greater understanding of their performance and what they are up against when competing for market share. The analysis also sheds light on just how competitive any given sector is about accumulation, fragmentation dominance, and amalgamation traits over the base year period studied.

#### Key Company Profiles:

The report delves into recent significant developments in the Electric Shavers Market, highlighting leading vendors and their innovative profiles. These include Andis Company, Braun GmbH, Conair Corporation, Gillette Company, Havells India Ltd., Helen Of Troy Limited, Izumi Products Company, Koninklijke Philips N.V., MANGROOMER, Panasonic Corporation, Procter & Gamble Company, Skull Shaver India Pvt. Ltd., Spectrum Brands Holdings, Inc., Wahl Clipper Corporation, and Yuyao Weifeng Electrical Appliance Co., Ltd..

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## Market Segmentation & Coverage:

This research report categorizes the Electric Shavers Market in order to forecast the revenues and analyze trends in each of following sub-markets:

Based on Product, market is studied across Foil Shaver and Rotary Shaver. The Foil Shaver is projected to witness significant market share during forecast period.

Based on Gender, market is studied across Female and Male. The Male is projected to witness significant market share during forecast period.

Based on Distribution Channel, market is studied across Offline and Online. The Offline is further studied across Health & Beauty Stores, Hypermarkets, and Supermarkets. The Offline is projected to witness significant market share during forecast period.

Based on Region, market is studied across Americas, Asia-Pacific, and Europe, Middle East & Africa. The Americas is further studied across Argentina, Brazil, Canada, Mexico, and United States. The United States is further studied across California, Florida, Illinois, New York, Ohio, Pennsylvania, and Texas. The Asia-Pacific is further studied across Australia, China, India, Indonesia, Japan, Malaysia, Philippines, Singapore, South Korea, Taiwan, Thailand, and Vietnam. The Europe, Middle East & Africa is further studied across Denmark, Egypt, Finland, France, Germany, Israel, Italy, Netherlands, Nigeria, Norway, Poland, Qatar, Russia, Saudi Arabia, South Africa, Spain, Sweden, Switzerland, Turkey, United Arab Emirates, and United Kingdom. The Americas commanded largest market share of 37.20% in 2022, followed by Europe, Middle East & Africa.

## Key Topics Covered:

1. Preface
2. Research Methodology
3. Executive Summary
4. Market Overview
5. Market Insights
6. Electric Shavers Market, by Product
7. Electric Shavers Market, by Gender
8. Electric Shavers Market, by Distribution Channel
9. Americas Electric Shavers Market
10. Asia-Pacific Electric Shavers Market
11. Europe, Middle East & Africa Electric Shavers Market

- 12. Competitive Landscape
- 13. Competitive Portfolio
- 14. Appendix

The report provides insights on the following pointers:

1. Market Penetration: Provides comprehensive information on the market offered by the key players
2. Market Development: Provides in-depth information about lucrative emerging markets and analyzes penetration across mature segments of the markets
3. Market Diversification: Provides detailed information about new product launches, untapped geographies, recent developments, and investments
4. Competitive Assessment & Intelligence: Provides an exhaustive assessment of market shares, strategies, products, certification, regulatory approvals, patent landscape, and manufacturing capabilities of the leading players
5. Product Development & Innovation: Provides intelligent insights on future technologies, R&D activities, and breakthrough product developments

The report answers questions such as:

1. What is the market size and forecast of the Electric Shavers Market?
2. Which are the products/segments/applications/areas to invest in over the forecast period in the Electric Shavers Market?
3. What is the competitive strategic window for opportunities in the Electric Shavers Market?
4. What are the technology trends and regulatory frameworks in the Electric Shavers Market?
5. What is the market share of the leading vendors in the Electric Shavers Market?
6. What modes and strategic moves are considered suitable for entering the Electric Shavers Market?

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