

Personal Care Appliances Market to Surpass \$31 billion by 2030 at 6% CAGR, Hair Care Accounting for 45%

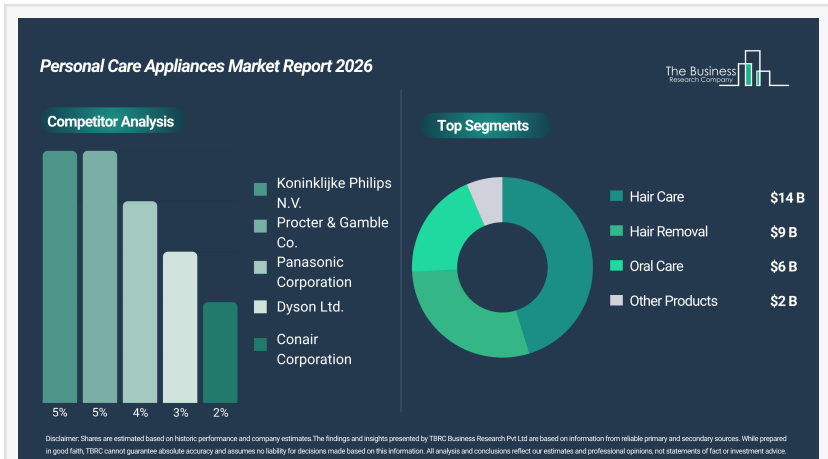
The Business Research Company's Personal Care Appliances Global Market Report 2026 – Market Size, Trends, And Forecast 2026-2035

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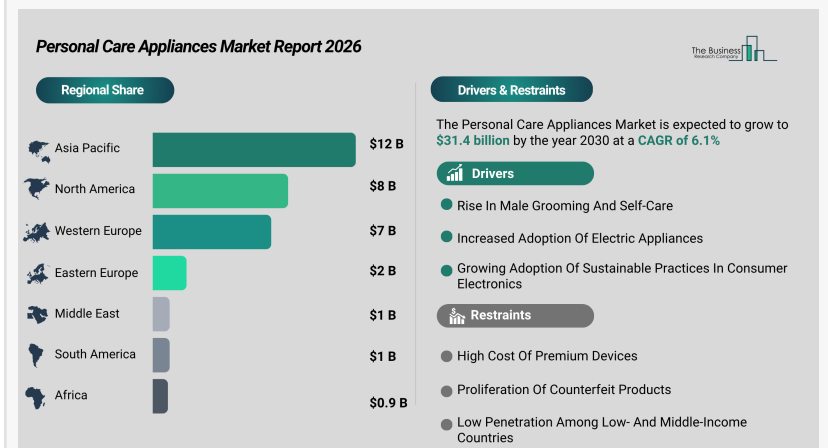
/EINPresswire.com/ -- The personal care appliances sector is witnessing dynamic shifts as leading [global consumer electronics](#) manufacturers and specialized personal care technology firms drive innovation. These companies focus on delivering cutting-edge grooming gadgets, intelligent beauty solutions, energy-efficient devices, and sleek product designs to capture market share and satisfy evolving consumer demands. Key factors such as convenience, personalized care, integration of technology, and expanding online sales channels play crucial roles in shaping competitive strategies. For stakeholders aiming to capitalize on opportunities, a thorough understanding of this fast-changing beauty, wellness, and consumer electronics arena is essential.

Market Leadership Within the Personal Care Appliances Industry

In 2025, Koninklijke Philips N.V. emerged as the frontrunner in global sales, holding a 5% share of the [personal care appliances market](#), according to The Business Research Company. Philips' personal health division offers a comprehensive range of grooming tools, beauty appliances, oral care products, and wellness devices that cater to consumers' hygiene needs and shifting lifestyle



Personal Care Appliances Market Report

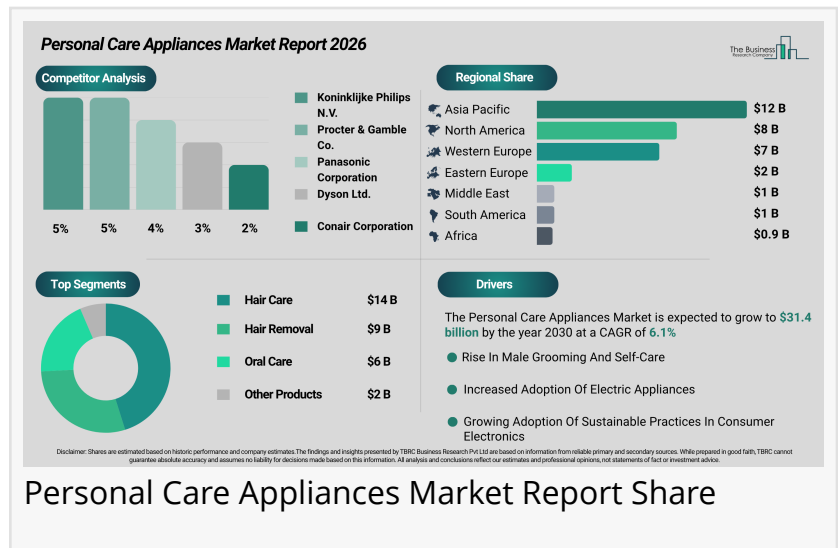


Personal Care Appliances Market Report Size

preferences, positioning it as a dominant player in this space.

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How Fragmented Is the Market for Personal Care Appliances?

The personal care appliances landscape is moderately fragmented, with the top 10 companies generating about 26% of total revenue in 2025. Entry barriers exist but are manageable, driven by ongoing innovation, evolving consumer tastes, safety and quality benchmarks, sophisticated feature integrations, and the necessity for robust global distribution networks. Leading firms maintain their edge through diverse product lines, strong brand identities, widespread retail and e-commerce presence, and continuous technological advancements. As demand heightens for smart grooming tools, energy-efficient appliances, and personalized wellness products, collaboration, innovation, and geographic expansion are expected to reinforce their market positions.

Market Share Breakdown of Top Players in 2025

- Koninklijke Philips N.V. maintains 5%
- Procter & Gamble Co. accounts for 5%
- Panasonic Corporation holds 4%
- Dyson Ltd. represents 3%
- Conair Corporation captures 2%
- Groupe SEB claims 2%
- Wahl Clipper Corporation secures 2%
- Xiaomi Corporation owns 1%
- SharkNinja has 1%
- Helen of Troy Limited rounds out with 1%

Access The Detailed Personal Care Appliances Market Report Here

https://thebusinessresearchcompany.com/report/personal-care-appliances-global-market-report?utm_source=EINPresswire&utm_medium=Paid&utm_campaign=Oct_PR

Emerging Technologies Shaping the Personal Care Appliances Market

Smart beauty devices are revolutionizing the personal care sector by enhancing styling efficiency, personalizing user experiences, and minimizing hair damage through AI-driven automation and

intelligent controls.

For example, in June 2024, Dyson Ltd. introduced the Dyson Airwrap i.d. Multi-Styler, its first connected multi-styling hair tool equipped with intelligent styling technology. Features such as Bluetooth connectivity, personalized hair profiles, and automated heat and airflow adjustments accessible via the MyDyson app provide tailored styling routines that promote healthier hair care.

Strategies Driving Success in the Personal Care Appliances Space

Key approaches to winning in this market include developing technologies that boost convenience and performance, innovating product designs to enhance efficiency and user experience, expanding smart personal care offerings to deepen personalization and wellness benefits, and incorporating AI to improve automation and customization capabilities.

Forecast and Market Size for Personal Care Appliances

The personal care appliances market is projected to exceed \$31 billion by 2030. It forms a significant portion—approximately 76%—of the larger Consumer Products - Electrical And Electronics market, which is expected to reach roughly \$41 billion by the same year. Within the broader Electrical And Electronics industry, forecasted at \$5,579 billion by 2030, personal care appliances will constitute close to 0.6% of total market value. The segment is anticipated to grow at a compound annual growth rate (CAGR) of 6% leading up to 2030.

Geographical Growth Leaders in the Personal Care Appliances Market

Asia-Pacific is set to be the largest regional market by 2030, reaching \$12 billion from \$8 billion in 2025, with a CAGR of 7%. This rapid expansion is driven by increasing disposable incomes in emerging economies, growing preferences for convenient at-home grooming, widespread adoption of beauty trends through digital media, and greater availability of innovative products via organized retail and e-commerce platforms.

Meanwhile, the United States is predicted to remain the largest individual country market with a value of \$7 billion by 2030, up from \$5 billion in 2025, reflecting a 5% CAGR. Growth here will be fueled by strong consumer spending on premium grooming appliances, smart devices with advanced features, demand for multifunctional beauty products, and innovation focused on convenience, efficiency, and user satisfaction.

Dominant Product Segment in the Personal Care Appliances Market

By product category, the market is segmented into hair care, hair removal, oral care, and other appliances. Hair care is forecasted to be the largest segment in 2030, representing 45% of the market or \$14 billion in revenue. This growth is supported by demand for high-performance styling and drying tools, consumer preference for salon-quality results at home, lightweight and energy-efficient devices, and technologies that offer improved hair protection, temperature control, and styling precision.

Additional Market Segmentation Details

The personal care appliances market is also categorized by distribution channel into online and

offline sales. Further segmentation by end-user differentiates products designed for female and male consumers.

Key Growth Drivers Behind the Personal Care Appliances Market

Three main factors are expected to propel the global personal care appliances market through 2030: the rising trend of male grooming and self-care, increasing adoption of electric appliances, and a growing focus on sustainable practices within consumer electronics.

The Increasing Popularity of Male Grooming and Self-Care

There is a notable surge in interest among men for beard styling, hair grooming, and skincare, which is driving demand for advanced grooming devices. Manufacturers respond by releasing premium, multifunctional, and ergonomically designed products tailored to evolving male preferences. This segment alone is forecasted to contribute approximately 2.3% annual growth to the overall market.

Greater Shift Toward Electric Personal Care Appliances

Consumers continue to replace manual grooming tools with electric versions such as hair dryers, trimmers, shavers, straighteners, and toothbrushes that provide enhanced convenience, improved performance, and features like cordless operation, rechargeable batteries, and intelligent functions. This trend is estimated to add roughly 2.1% to annual market growth.

Sustainability as a Market Growth Catalyst

A rising emphasis on eco-friendly consumer electronics is prompting manufacturers to develop energy-efficient appliances using recyclable materials, sustainable packaging, durable construction, and longer-lasting batteries. This green initiative is expected to generate close to 2.0% yearly growth for the market.

Significant Opportunities Across Personal Care Appliance Segments

Hair care, hair removal, oral care, and other product segments present the most promising avenues for expansion, collectively projected to contribute over \$9 billion in added market value by 2030. Specifically, hair care is expected to grow by \$4 billion, hair removal by \$2 billion, oral care by \$2 billion, and other products by \$1 billion between 2025 and 2030. Drivers of this growth include AI-enabled personalization, smart connectivity, demand for cordless multifunctional devices, investments in premium and wellness-oriented innovations, as well as advances in battery life and ergonomic product design that enhance convenience, reliability, and performance.

Supply Chain Overview and Customer Landscape in the Personal Care Appliances Market

The supply chain involves numerous raw material suppliers such as BASF SE, Dow Inc., DuPont de Nemours, Inc., and many others who provide essential inputs. Wholesalers and distributors like Ingram Micro Inc., Arrow Electronics, Inc., Avnet, Inc., and ScanSource, Inc. facilitate product flow to markets. End users include top brands and manufacturers such as Koninklijke Philips N.V., Panasonic Holdings Corporation, Procter & Gamble Company, Dyson Limited, Groupe SEB,

Xiaomi Corporation, and many more, demonstrating a broad and diverse customer base.

Leading Companies Operating in the Personal Care Appliances Sector

Key players shaping the market include Koninklijke Philips N.V., Procter & Gamble Co., Panasonic Corporation, Dyson Ltd., Conair Corporation, Groupe SEB, Wahl Clipper Corporation, Xiaomi Corporation, SharkNinja, Helen of Troy Limited, Havells India Ltd., KENT RO Systems Ltd., Spectrum Brands Inc., YA-MAN Ltd., Foreo Ltd., Silk'n, Morphy Richards India, Andis Company, Syska Group, VEGA Industries, Nova India, Zhejiang Flyco Electrical Appliance Co., Ltd., Kemei Electronics Co. Ltd., and Cosbeauty.

Our 2026 reports feature deeper market intelligence with market attractiveness scoring and analysis, total addressable market (TAM) analysis, company scoring matrix graphics and tables, Excel-based forecasting dashboards, market hotspots infographics, key technologies and future trend analysis, and updated graphics and tables.

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The Business Research Company (www.thebusinessresearchcompany.com) is a renowned market intelligence firm specializing in company, market, and consumer research. With over 30,000+ reports spanning 27 industries and more than 60 geographies, their insights draw upon 1.5 million datasets, extensive secondary research, and interviews with industry leaders. They offer a range of tailored research packages such as Market Entry, Competitor Tracking, and Supplier & Distributor packages.

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