

Personal Care Appliances in Spain

December 2023

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Personal Care Appliances in Spain - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Hair care appliances thriving as consumers take a DIY approach to their appearance Strong innovation being seen in oral care appliances despite declining volume sales Body shavers struggling but men's shavers reports slightly more positive results

PROSPECTS AND OPPORTUNITIES

Prices set to continue rising in hair care appliances due to the developing premiumisation trend Electrical facial cleansers could benefit from offering more functions and features E-commerce offers more opportunities for growth

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