



Personal Care Appliances in Australia

November 2023

Table of Contents

Personal Care Appliances in Australia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Despite declining volumes of personal care appliances, value sales see growth
Hair care appliances sees a rebound, driven by premium hair styling products
Despite a decline in overall volume sales, multi-utility body shavers are on the rise

PROSPECTS AND OPPORTUNITIES

Innovative technologies and premiumisation set to drive growth
Hot air styling technology poised to amplify the growth of hair care appliances
Technological advances primed to accelerate the expansion of electric facial cleansers and oral care appliances

CATEGORY DATA

- Table 1 - Sales of Personal Care Appliances by Category: Volume 2018-2023
- Table 2 - Sales of Personal Care Appliances by Category: Value 2018-2023
- Table 3 - Sales of Personal Care Appliances by Category: % Volume Growth 2018-2023
- Table 4 - Sales of Personal Care Appliances by Category: % Value Growth 2018-2023
- Table 5 - Sales of Body Shavers by Format: % Volume 2018-2023
- Table 6 - Sales of Hair Care Appliances by Format: % Volume 2018-2023
- Table 7 - NBO Company Shares of Personal Care Appliances 2019-2023
- Table 8 - LBN Brand Shares of Personal Care Appliances 2020-2023
- Table 9 - Distribution of Personal Care Appliances by Format: % Volume 2018-2023
- Table 10 - Forecast Sales of Personal Care Appliances by Category: Volume 2023-2028
- Table 11 - Forecast Sales of Personal Care Appliances by Category: Value 2023-2028
- Table 12 - Forecast Sales of Personal Care Appliances by Category: % Volume Growth 2023-2028
- Table 13 - Forecast Sales of Personal Care Appliances by Category: % Value Growth 2023-2028

Consumer Appliances in Australia - Industry Overview

EXECUTIVE SUMMARY

Consumer appliances in 2023: The big picture
2023 key trends
Competitive landscape
Retailing developments
What next for consumer appliances?

MARKET INDICATORS

- Table 14 - Household Penetration of Selected Total Stock Consumer Appliances by Category 2018-2024
- Table 15 - Replacement Cycles of Consumer Appliances by Category 2018-2024

MARKET DATA

- Table 16 - Sales of Consumer Appliances by Category: Volume 2018-2023
- Table 17 - Sales of Consumer Appliances by Category: Value 2018-2023
- Table 18 - Sales of Consumer Appliances by Category: % Volume Growth 2018-2023
- Table 19 - Sales of Consumer Appliances by Category: % Value Growth 2018-2023
- Table 20 - Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2018-2023
- Table 21 - Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2018-2023
- Table 22 - Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2018-2023
- Table 23 - Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2018-2023
- Table 24 - Sales of Small Appliances by Category: Volume 2018-2023
- Table 25 - Sales of Small Appliances by Category: Value 2018-2023
- Table 26 - Sales of Small Appliances by Category: % Volume Growth 2018-2023

Table 27 - Sales of Small Appliances by Category: % Value Growth 2018-2023
Table 28 - NBO Company Shares of Major Appliances: % Volume 2019-2023
Table 29 - LBN Brand Shares of Major Appliances: % Volume 2020-2023
Table 30 - NBO Company Shares of Small Appliances: % Volume 2019-2023
Table 31 - LBN Brand Shares of Small Appliances: % Volume 2020-2023
Table 32 - Distribution of Major Appliances by Format: % Volume 2018-2023
Table 33 - Distribution of Small Appliances by Format: % Volume 2018-2023
Table 34 - Forecast Sales of Consumer Appliances by Category: Volume 2023-2028
Table 35 - Forecast Sales of Consumer Appliances by Category: Value 2023-2028
Table 36 - Forecast Sales of Consumer Appliances by Category: % Volume Growth 2023-2028
Table 37 - Forecast Sales of Consumer Appliances by Category: % Value Growth 2023-2028
Table 38 - Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2023-2028
Table 39 - Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2023-2028
Table 40 - Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2023-2028
Table 41 - Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2023-2028
Table 42 - Forecast Sales of Small Appliances by Category: Volume 2023-2028
Table 43 - Forecast Sales of Small Appliances by Category: Value 2023-2028
Table 44 - Forecast Sales of Small Appliances by Category: % Volume Growth 2023-2028
Table 45 - Forecast Sales of Small Appliances by Category: % Value Growth 2023-2028

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SOURCES

Summary 1 - Research Sources

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