

Personal Care Appliances in Portugal

January 2024

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Personal Care Appliances in Portugal - Category analysis

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2023 DEVELOPMENTS

Post-pandemic downturn results in volume sales decline
Hybrid and multifunctional devices continue to outperform other products
Phillips, Braun and Rowenta are stand out brands

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Volume sales to stabilise in the forecast period
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Amazon is set to build share in e-commerce channel

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