



Personal Care Appliances in the Netherlands

January 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Personal care appliances sees flat growth as consumers return to professional salons
Advancements being seen in hair and oral care appliances
Competition remains fierce with new innovations constantly entering market

PROSPECTS AND OPPORTUNITIES

Favourable demographics should favour sales of personal care appliances
Premiumisation and personalisation expected to be two key trends to look out for
Innovation likely to remain a feature of personal care appliances moving forward

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