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# Personal Care Appliances in Spain

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## Personal Care Appliances in Spain - Category analysis

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#### 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

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