



Personal Care Appliances in the United Kingdom

November 2023

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Personal Care Appliances in the United Kingdom - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Volume declines strongest for body shavers and electric facial cleansers
Continued focus on health and hygiene benefits oral care appliances
Presence in dynamic oral care appliances helps Oral-B extend its brand lead

PROSPECTS AND OPPORTUNITIES

Return to growth in the forecast period, driven by oral care appliances
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Premiumisation and multifunctionality to remain key trends within hair care appliances

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