



# Personal Care Appliances in the Czech Republic

December 2023

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## Personal Care Appliances in the Czech Republic - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Body shavers continue to slump following an uplift in sales during home seclusion

Oral care continues to be driven by innovations and replacements

The upgraded Dyson Airwrap launches, while Babyliss offers a new line

#### PROSPECTS AND OPPORTUNITIES

The ongoing interest in beauty and personal care drives retail volume growth

Innovation and a focus on cordless options boosts retail value growth

The advent of multifunctional devices is poised to shake up the landscape

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