



Euromonitor
International

Personal Care Appliances in Israel

January 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Positive performance in 2024
Online stores offer discounts to stimulate sales
Procter & Gamble retains lead in personal care appliances, while Dyson remains the hot ticket in 2024.

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Tax hikes and rising prices to dampen growth rates
More expensive brands likely to see higher sales
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