

# Personal Care Appliances in France

November 2024

Table of Contents

# Personal Care Appliances in France - Category analysis

# **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

Oral care appliances props up sales of personal care appliances as consumers economise Competition heats up in hair care appliances as Dyson Airstrait hits retailers' shelves in 2024 E-commerce on the up as consumers look for value and convenience

# PROSPECTS AND OPPORTUNITIES

Focus on dental health set to continue fuelling strong demand for oral care appliances Body shavers with lower growth potential, hair styling still with some potential Online marketplaces expected to be fertile ground for sales of personal care appliances

#### CATEGORY DATA

Table 1 - Sales of Personal Care Appliances by Category: Volume 2019-2024
Table 2 - Sales of Personal Care Appliances by Category: Value 2019-2024
Table 3 - Sales of Personal Care Appliances by Category: % Volume Growth 2019-2024
Table 4 - Sales of Personal Care Appliances by Category: % Value Growth 2019-2024
Table 5 - Sales of Body Shavers by Format: % Volume 2019-2024
Table 6 - Sales of Hair Care Appliances by Format: % Volume 2019-2024
Table 7 - NBO Company Shares of Personal Care Appliances 2020-2024
Table 8 - LBN Brand Shares of Personal Care Appliances 2021-2024
Table 9 - Distribution of Personal Care Appliances by Format: % Volume 2019-2024
Table 10 - Forecast Sales of Personal Care Appliances by Category: Volume 2024-2029
Table 11 - Forecast Sales of Personal Care Appliances by Category: Volume 2024-2029
Table 12 - Forecast Sales of Personal Care Appliances by Category: % Volume Growth 2024-2029
Table 13 - Forecast Sales of Personal Care Appliances by Category: % Value Growth 2024-2029

# Consumer Appliances in France - Industry Overview

#### EXECUTIVE SUMMARY

Consumer appliances in 2024: The big picture 2024 key trends Competitive landscape Retailing developments What next for consumer appliances?

#### MARKET INDICATORS

Table 14 - Household Penetration of Selected Total Stock Consumer Appliances by Category 2019-2025Table 15 - Replacement Cycles of Consumer Appliances by Category 2019-2025

#### MARKET DATA

Table 16 - Sales of Consumer Appliances by Category: Volume 2019-2024
Table 17 - Sales of Consumer Appliances by Category: Value 2019-2024
Table 18 - Sales of Consumer Appliances by Category: % Volume Growth 2019-2024
Table 19 - Sales of Consumer Appliances by Category: % Value Growth 2019-2024
Table 20 - Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2019-2024
Table 21 - Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2019-2024
Table 22 - Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2019-2024
Table 23 - Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2019-2024
Table 24 - Sales of Small Appliances by Category: Volume 2019-2024
Table 25 - Sales of Small Appliances by Category: Value 2019-2024
Table 26 - Sales of Small Appliances by Category: % Volume Growth 2019-2024

Table 27 - Sales of Small Appliances by Category: % Value Growth 2019-2024 Table 28 - NBO Company Shares of Major Appliances: % Volume 2020-2024 Table 29 - LBN Brand Shares of Major Appliances: % Volume 2021-2024 Table 30 - NBO Company Shares of Small Appliances: % Volume 2020-2024 Table 31 - LBN Brand Shares of Small Appliances: % Volume 2021-2024 Table 32 - Distribution of Major Appliances by Format: % Volume 2019-2024 Table 33 - Distribution of Small Appliances by Format: % Volume 2019-2024 Table 34 - Forecast Sales of Consumer Appliances by Category: Volume 2024-2029 Table 35 - Forecast Sales of Consumer Appliances by Category: Value 2024-2029 Table 36 - Forecast Sales of Consumer Appliances by Category: % Volume Growth 2024-2029 Table 37 - Forecast Sales of Consumer Appliances by Category: % Value Growth 2024-2029 Table 38 - Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2024-2029 Table 39 - Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2024-2029 Table 40 - Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2024-2029 Table 41 - Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2024-2029 Table 42 - Forecast Sales of Small Appliances by Category: Volume 2024-2029 Table 43 - Forecast Sales of Small Appliances by Category: Value 2024-2029 Table 44 - Forecast Sales of Small Appliances by Category: % Volume Growth 2024-2029 Table 45 - Forecast Sales of Small Appliances by Category: % Value Growth 2024-2029

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# SOURCES

Summary 1 - Research Sources

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