



# Personal Care Appliances in Singapore

November 2023

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## Personal Care Appliances in Singapore - Category analysis

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#### 2023 DEVELOPMENTS

Electric facial cleansers remains dynamic performer in 2023

Body shavers become increasingly male-dominated segment as female audiences seek other means of hair removal

Aggressive promotions via e-commerce continue to drive up share of distribution

#### PROSPECTS AND OPPORTUNITIES

Innovation in heatless and cordless hair care appliances may cause polarisation of unit prices

Personal care appliances respond to more complex at-home DIY beauty routines

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