



Euromonitor
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Personal Care Appliances in Germany

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Personal Care Appliances in Germany - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

IPL technology drives sales of body shavers, while multifunctional hot air stylers are substitutes for separate hair care appliances

Trust and convenience are important factors that shape the competitive landscape

Players' own e-commerce platforms support increasing move online

PROSPECTS AND OPPORTUNITIES

New standards to shape body shavers and hair care appliances over forecast period

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