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# Personal Care Appliances in the United Arab Emirates

December 2024

KEY DATA FINDINGS

2024 DEVELOPMENTS

Diverse growth trends in category, with strong performances for electric toothbrush units and hair care appliances  
Rising demand for affordable and durable personal care appliances amid inflation  
Growth of specialist stores and brand outlets focusing on personal care

PROSPECTS AND OPPORTUNITIES

Ongoing focus on personal grooming to propel sales of personal care appliances  
Established brands face growing pressure from emerging Chinese competitors offering advanced features at lower prices  
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