



Euromonitor
International

Personal Care Appliances in India

March 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Hair care appliances witnesses strong demand driven by rise in personal grooming habits
Growing interest in men's grooming benefits personal care appliances
Philips leads personal care appliances due to extensive reach and wide range of offerings

PROSPECTS AND OPPORTUNITIES

Personal care appliances set to see solid growth over the forecast period
Strong competition for body shavers from salons and substitute depilatories
E-commerce to gain further share due to wide product range and well-established consumer awareness

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