

# Personal Care Appliances in the United Kingdom

November 2023

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### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Volume declines strongest for body shavers and electric facial cleansers  
Continued focus on health and hygiene benefits oral care appliances  
Presence in dynamic oral care appliances helps Oral-B extend its brand lead

#### PROSPECTS AND OPPORTUNITIES

Return to growth in the forecast period, driven by oral care appliances  
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