

# Personal Care Appliances in Australia

November 2023

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## Personal Care Appliances in Australia - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Despite declining volumes of personal care appliances, value sales see growth  
Hair care appliances sees a rebound, driven by premium hair styling products  
Despite a decline in overall volume sales, multi-utility body shavers are on the rise

#### PROSPECTS AND OPPORTUNITIES

Innovative technologies and premiumisation set to drive growth  
Hot air styling technology poised to amplify the growth of hair care appliances  
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