

Personal Care Appliances in Austria

January 2024

Table of Contents

Personal Care Appliances in Austria - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Personal care appliances suffer as price sensitivity leads to postponed purchases Electric toothbrushes drive growth as consumers pay for advanced teeth cleaning With a positive reputation and strong product offering, Oral-B continues to lead

PROSPECTS AND OPPORTUNITIES

Return to growth as consumers place focus on personal grooming and treats Electric facial cleansers widen its consumer base to drive ongoing growth The Philips brand will remain an innovator in personal care appliances

CATEGORY DATA

Table 1 - Sales of Personal Care Appliances by Category: Volume 2018-2023
Table 2 - Sales of Personal Care Appliances by Category: Value 2018-2023
Table 3 - Sales of Personal Care Appliances by Category: % Volume Growth 2018-2023
Table 4 - Sales of Personal Care Appliances by Category: % Value Growth 2018-2023
Table 5 - Sales of Body Shavers by Format: % Volume 2018-2023
Table 6 - Sales of Hair Care Appliances by Format: % Volume 2018-2023
Table 7 - NBO Company Shares of Personal Care Appliances 2019-2023
Table 8 - LBN Brand Shares of Personal Care Appliances by Format: % Volume 2018-2023
Table 9 - Distribution of Personal Care Appliances by Format: % Volume 2018-2023
Table 10 - Forecast Sales of Personal Care Appliances by Category: Volume 2023-2028
Table 11 - Forecast Sales of Personal Care Appliances by Category: Value 2023-2028
Table 12 - Forecast Sales of Personal Care Appliances by Category: % Volume Growth 2023-2028
Table 13 - Forecast Sales of Personal Care Appliances by Category: % Volume Growth 2023-2028

Consumer Appliances in Austria - Industry Overview

EXECUTIVE SUMMARY

Consumer appliances in 2023: The big picture 2023 key trends Competitive landscape Retailing developments What next for consumer appliances?

MARKET INDICATORS

Table 14 - Household Penetration of Selected Total Stock Consumer Appliances by Category 2018-2024Table 15 - Replacement Cycles of Consumer Appliances by Category 2018-2024

MARKET DATA

Table 16 - Sales of Consumer Appliances by Category: Volume 2018-2023
Table 17 - Sales of Consumer Appliances by Category: Value 2018-2023
Table 18 - Sales of Consumer Appliances by Category: % Volume Growth 2018-2023
Table 19 - Sales of Consumer Appliances by Category: % Value Growth 2018-2023
Table 20 - Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2018-2023
Table 21 - Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2018-2023
Table 22 - Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2018-2023
Table 23 - Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2018-2023
Table 24 - Sales of Small Appliances by Category: Volume 2018-2023
Table 25 - Sales of Small Appliances by Category: Value 2018-2023
Table 26 - Sales of Small Appliances by Category: % Volume Growth 2018-2023

Table 27 - Sales of Small Appliances by Category: % Value Growth 2018-2023 Table 28 - NBO Company Shares of Major Appliances: % Volume 2019-2023 Table 29 - LBN Brand Shares of Major Appliances: % Volume 2020-2023 Table 30 - NBO Company Shares of Small Appliances: % Volume 2019-2023 Table 31 - LBN Brand Shares of Small Appliances: % Volume 2020-2023 Table 32 - Distribution of Major Appliances by Format: % Volume 2018-2023 Table 33 - Distribution of Small Appliances by Format: % Volume 2018-2023 Table 34 - Forecast Sales of Consumer Appliances by Category: Volume 2023-2028 Table 35 - Forecast Sales of Consumer Appliances by Category: Value 2023-2028 Table 36 - Forecast Sales of Consumer Appliances by Category: % Volume Growth 2023-2028 Table 37 - Forecast Sales of Consumer Appliances by Category: % Value Growth 2023-2028 Table 38 - Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2023-2028 Table 39 - Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2023-2028 Table 40 - Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2023-2028 Table 41 - Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2023-2028 Table 42 - Forecast Sales of Small Appliances by Category: Volume 2023-2028 Table 43 - Forecast Sales of Small Appliances by Category: Value 2023-2028 Table 44 - Forecast Sales of Small Appliances by Category: % Volume Growth 2023-2028 Table 45 - Forecast Sales of Small Appliances by Category: % Value Growth 2023-2028

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SOURCES

Summary 1 - Research Sources

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