

Personal Care Appliances in China

November 2022

Table of Contents

Personal Care Appliances in China - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Personal care appliances experiences little change in 2022
New products and functions focus on specific needs for different segments
Short video content marketing and selling is an area of growth

PROSPECTS AND OPPORTUNITIES

Demand for personal care appliances will increase due to the healthy living trend
Opportunities for emerging brands to establish leadership in smaller categories

CATEGORY DATA

Table 1 - Sales of Personal Care Appliances by Category: Volume 2017-2022
Table 2 - Sales of Personal Care Appliances by Category: Value 2017-2022
Table 3 - Sales of Personal Care Appliances by Category: % Volume Growth 2017-2022
Table 4 - Sales of Personal Care Appliances by Category: % Value Growth 2017-2022
Table 5 - Sales of Body Shavers by Format: % Volume 2017-2022
Table 6 - Sales of Hair Care Appliances by Format: % Volume 2017-2022
Table 7 - NBO Company Shares of Personal Care Appliances 2018-2022
Table 8 - LBN Brand Shares of Personal Care Appliances 2019-2022
Table 9 - Distribution of Personal Care Appliances by Format: % Volume 2017-2022
Table 10 - Forecast Sales of Personal Care Appliances by Category: Volume 2022-2027
Table 11 - Forecast Sales of Personal Care Appliances by Category: Value 2022-2027
Table 12 - Forecast Sales of Personal Care Appliances by Category: % Volume Growth 2022-2027
Table 13 - Forecast Sales of Personal Care Appliances by Category: % Value Growth 2022-2027

Consumer Appliances in China - Industry Overview

EXECUTIVE SUMMARY

Consumer appliances in 2022: The big picture
2022 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 2018-2023
Table 15 - Replacement Cycles of Consumer Appliances by Category 2018-2023

MARKET DATA

Table 16 - Sales of Consumer Appliances by Category: Volume 2017-2022
Table 17 - Sales of Consumer Appliances by Category: Value 2017-2022
Table 18 - Sales of Consumer Appliances by Category: % Volume Growth 2017-2022
Table 19 - Sales of Consumer Appliances by Category: % Value Growth 2017-2022
Table 20 - Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2017-2022
Table 21 - Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2017-2022
Table 22 - Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2017-2022
Table 23 - Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2017-2022
Table 24 - Sales of Small Appliances by Category: Volume 2017-2022
Table 25 - Sales of Small Appliances by Category: Value 2017-2022
Table 26 - Sales of Small Appliances by Category: % Volume Growth 2017-2022
Table 27 - Sales of Small Appliances by Category: % Value Growth 2017-2022

Table 28 - NBO Company Shares of Major Appliances: % Volume 2018-2022

Table 29 - LBN Brand Shares of Major Appliances: % Volume 2019-2022

Table 30 - NBO Company Shares of Small Appliances: % Volume 2018-2022

Table 31 - LBN Brand Shares of Small Appliances: % Volume 2019-2022

Table 32 - Distribution of Major Appliances by Format: % Volume 2017-2022

Table 33 - Distribution of Small Appliances by Format: % Volume 2017-2022

Table 34 - Forecast Sales of Consumer Appliances by Category: Volume 2022-2027

Table 35 - Forecast Sales of Consumer Appliances by Category: Value 2022-2027

Table 36 - Forecast Sales of Consumer Appliances by Category: % Volume Growth 2022-2027

Table 37 - Forecast Sales of Consumer Appliances by Category: % Value Growth 2022-2027

Table 38 - Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2022-2027

Table 39 - Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2022-2027

Table 40 - Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2022-2027

Table 41 - Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2022-2027

Table 42 - Forecast Sales of Small Appliances by Category: Volume 2022-2027

Table 43 - Forecast Sales of Small Appliances by Category: Value 2022-2027

Table 44 - Forecast Sales of Small Appliances by Category: % Volume Growth 2022-2027

Table 45 - Forecast Sales of Small Appliances by Category: % Value Growth 2022-2027

DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/personal-care-appliances-in-china/report.