



**Euromonitor
International**

Personal Care Appliances in Chile

February 2026

Table of Contents

Personal Care Appliances in Chile - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Growing array of players, brands and products in personal care appliances

Chart 1 - Key Trends 2025

INDUSTRY PERFORMANCE

Hair care appliances drive growth in personal care appliances

Oral care appliances' performance is driven by the adoption of technology

Technological advancements shape personal care appliances

Chart 2 - Retailers Push Sales of Cordless Brands

WHAT'S NEXT?

Rising demand for advanced personal care products and growing male interest to stimulate category growth

Hair care appliances to remain popular and dynamic

Oral care appliances emerges as the fastest-growing category

COMPETITIVE LANDSCAPE

Leading companies leverage strong brands

Growing array of both cheaper and more premium options

CHANNELS

Department stores dominate distribution

Retail e-commerce gains traction through competitive pricing and convenience amidst a direct-to-consumer approach

COUNTRY REPORTS DISCLAIMER

Consumer Appliances in Chile - Industry Overview

EXECUTIVE SUMMARY

Consumer appliances in Chile shows resilience and dynamism

KEY DATA FINDINGS

Chart 3 - Key Trends 2025

Chart 4 - Analyst Insight

INDUSTRY PERFORMANCE

Strong competition and new entrants foster development and growth

Refrigeration appliances benefit from essential positioning while dishwashers are trending

Home HVAC products see the fastest retail value sales growth

WHAT'S NEXT?

Chilean households to use improving budgets to purchase key household appliances

Segmented consumer focus to drive the product offer

Key trends shaping performance

Chart 5 - Growth Decomposition of Consumer Appliances 2024-2029

COMPETITIVE LANDSCAPE

Midea's growth and SharkNinja's entry disrupt the competitive landscape in Chile

Chart4 Ninja - Gains Momentum in Chile with an Attractive Family of Products

Chart 6 - Midea Expands Through a Wide Portfolio of Products

Dynamic brand activity in small appliances

CHANNELS

Retail offline continues to dominate distribution in a changing landscape

Retail e-commerce gains traction with competitive pricing

ECONOMIC CONTEXT

Chart 7 - Real GDP Growth and Inflation 2020-2030

Chart 8 - PEST Analysis in Chile 2025

CONSUMER CONTEXT

Chart 9 - Key Insights on Consumers in Chile 2025

Chart 10 - Consumer Landscape in Chile 2025

COUNTRY REPORTS 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-chile/report.