



Personal Care Appliances in the Czech Republic

March 2026

Table of Contents

KEY DATA FINDINGS

2025 DEVELOPMENTS

Demand for multi-functional and premium products driving sales

Chart 1 - Key Trends 2025

INDUSTRY PERFORMANCE

At-home professional results drive demand for premium devices

Multi-functionality and compact design influence product innovation

Chart 2 - Dyson's Airwrap Aims at Meeting Rising Demand for Multi-Functional Hair Dryers

Smart and AI-powered devices gain traction among consumers

Chart 3 - Aeno Introduces AI-Powered Hair Dryer

WHAT'S NEXT?

Consumers will drive demand for premium and multi-functional products

Chart 4 - Analyst Insight

E-commerce remains dominant distribution channel with continued growth

Rising consumer expectations will continue driving innovation

COMPETITIVE LANDSCAPE

Dyson and SharkNinja drive competition with innovative products

CHANNELS

E-commerce drives growth with convenience and competitive pricing

COUNTRY REPORTS DISCLAIMER

Consumer Appliances in the Czech Republic - Industry Overview

EXECUTIVE SUMMARY

Consumers appliances posts modest growth despite eased inflation

KEY DATA FINDINGS

Chart 5 - Key Trends 2025

INDUSTRY PERFORMANCE

Aggressive pricing and consolidation erode profitability

Smart and AI-powered features drive innovation across the market

Chart 6 - Aeno Introduces AI-Powered Hair Dryer

Regulation drives expansion in sustainable offerings

Chart 7 - New Energy Labels Redefine Sustainability Values

WHAT'S NEXT?

Consumer appliances market to recover with modest growth

Chart 8 - Analyst Insight

E-commerce will continue driving category growth

Chart 9 - Growth Decomposition of Consumer Appliances 2024-2029

COMPETITIVE LANDSCAPE

Private label strengthens its position in a challenging market

CHANNELS

Retail e-commerce drives sales across most categories

ECONOMIC CONTEXT

Chart 10 - Real GDP Growth and Inflation 2020-2030

Chart 11 - PEST Analysis in the Czech Republic 2025

CONSUMER CONTEXT

Chart 12 - Key Insights on Consumers in the Czech Republic 2025

Chart 13 - Consumer Landscape in the Czech Republic 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-the-czech-republic/report.