



Euromonitor
International

Personal Care Appliances in India

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Innovation and urbanisation drive personal care appliances in India to outperform

Chart 1 - Key Trends 2025

INDUSTRY PERFORMANCE

Strong growth driven by urbanisation and rising incomes

Innovative multifunctional and compact designs drive growth

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Cordless and portable solutions drive product innovation

Convenience and customisation trend leads to user-centric personal care appliances

Chart 3 - Philips Launches AI-Powered Premium Electric Shavers Featuring SkinIQ Technology

WHAT'S NEXT?

Growth set to continue, with brands likely to focus on eco-friendly products

Hair care appliances expected to maintain the largest share, with AI-powered devices rising

Inclusive products anticipated to drive growth and brand differentiation

COMPETITIVE LANDSCAPE

Philips maintains a strong lead through innovation, wide distribution, and digital marketing

CHANNELS

Convenience and accessibility drive the dominance of retail e-commerce

Appliances and electronics specialists remains an important channel due to expert advice

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Small cooking appliances leads sales, but air conditioners is dynamic due to climate change

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