Global Market Study on Shavers: Latin America to Witness Highest Growth by 2020

Description:
Shaving is one of those activities that grow with the advancement in civilization. Increasing urbanization, rising number of women joining the workforce, and the introduction of new technologies in shaving products is driving the global shavers market. Increasing disposable income is driving consumer spending on high-end grooming products such as electric shavers. In terms of sales, Europe dominated the shavers market in 2014. However, due to growing urbanization in Latin America, the region is expected to emerge as the largest market for shavers over the forecast period.

Women in developing countries in Asia, Africa, and Latin America are less concerned about personal grooming as compared to their counterparts in developed countries. This, in turn, affects the shavers market in these countries. As per results of a recent survey conducted in Japan, 56.2% of approximately 1,000 women in Japan aged 20 years – 69 years did not remove body hair. Brazil is one of the largest markets for non-electric shavers. However, women account for less than 10% of the consumers in the country. Several campaigns organized by shaver manufacturers are alluring male and female consumers to use high-end products. However, low share of female consumers in developing countries such as India and Brazil is restraining the overall growth of the market to some extent.

The shavers market report starts with an overview that briefly describes the overall market, the expected product development, regional market development and key drivers that are shaping the market.

Shavers market is categorically split into three components:
- Shavers product segment
- Shavers end-users
- Shavers distribution channel
- Shavers region-wise analysis

PMR covers the shavers market performance in terms of revenue split. The market forces including drivers, restraints, trends, and opportunity are covered in a report providing qualitative information about the market development.

The global shavers market is mainly driven by factors such as growing appearance consciousness, increasing trend of body hair removal, advancement in technology, and rising celebrity endorsements. Rising urbanization and increasing disposable income are significantly impacting the shaver market growth in positive terms. The developing countries are providing ample growth opportunity for the companies operating in the market owing to large untapped markets and growing population. However, the presence of certain restraints such as low adoption of shavers by women in developing countries, and trend of sporting beard are the opposing forces for the shaver market development. Impact analysis of drivers and restraints based on the weighted average model is also included in the report to provide better understanding of the intensity of market forces.

Among the product segment, non-electric shavers dominated the global sales with a share of 73.6% in 2014. The non-electric segment is expected to retain its leadership by 2020 with a market size of US$ 23.9 billion.

Among end-users, male consumers are expected to dominate the global market with a share of 82.1% in 2014. However, the share of female consumers is expected to increase during the forecast period owing to their increasing employment and increasing focus on appearance.

The companies are engaged in innovation and product development to remain competitive. The key players in the global shavers market include Panasonic Corporation, Conair Corporation, Koninklijke Philips N.V., The Procter & Gamble Company, Energizer Holdings, Inc., Spectrum Brands Holdings, Inc., Wahl Clipper Corporation, Super-Max Group, and SOCIÉTÉ BIC.

The product segment section includes the market size, growth rate, trends and analysis for the segments for the period 2014 - 2020.
Product segments covered in the report include:
Electric Shavers
Non-Electric Shavers
Electric shavers section is further categorized between:
Foil
Rotary
Wet/Dry Shavers
Non-Electric shavers are further split into:
Cartridge Razors
Safety Razors
Blades and Accessories

A section for end-users of electric shavers is also provided that includes market size, growth rate, trends and analysis of the market for the end-users for the period 2014 - 2020

The end-users covered in the report include:
Male Consumers
Female Consumers

Another section based on shaver market revenues from key distribution channels have been provided that includes market size, analysis, and trends for shaver sales pertaining to various distribution channels.

The distribution analysis covered in the report includes:
Supermarkets and Hypermarkets
Online Retailing
Others

The market analysis is provided for five key regions which include projected development of shavers market during the forecast period, key trends, and analysis

The regional section is segmented into:
North America
Latin America
Europe
Asia Pacific
Middle East & Africa

Key points covered in the report:
The report provides historic, present and forecasted market size, analysis, trend, share, and growth rate.
The report segments the market on the basis of product segment, end-user, and distribution channel and regions.
The report provides company profiles of some of the leading companies operating in the market.

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