Global Shavers Market Size, Share, Development, Growth and Demand Forecast to 2020

Description:

The global shavers market is mainly driven by increasing urbanization, growing consumer consciousness about appearance and up surging disposable income. The spurt in middle class population has increased the demand for several consumer products significantly. The products that were once considered as luxury items have now become accessible for the middle class consumers.

Broadly, the shavers market can be classified into electric and non-electric shavers. While non-electric shavers are relatively cheaper, the electric shavers provide comfort in use. The upsurge in population and disposable income are the key macroeconomic factors, driving the growth of the shavers market. The improving standard of living has been promoting the use of premium shavers, such as electric shavers. Furthermore, the long-term cost benefits associated with electric shavers is also the key reason for its market growth. The reason for upsurge in wet-shaving is due to the trend of close shave, among metrosexual population. The underpenetrated markets in the developing countries offer significant opportunity for the shaver manufacturers across the globe. The increasing penetration of the shaver companies in the rural areas is expected to bring significant benefits for them in terms of revenue, during the forecast period. The association of celebrities with national and international repute, including athletes and film stars, through the shaver brands are encouraging their demand. The disposable razor segment has been witnessing decline in its market growth, especially in Europe. This is due to the economic recovery in Europe, which is instilling confidence among consumers to re-switch to system razors and electric shavers.

With the increasing urbanization, the importance of appearance has also been escalating, which is consequently fueling the growth of beauty and grooming products. This includes electric and non-electric shavers as well, which are one of the most inherent grooming products in day-to-day life. The U.S. male toiletries market is growing approximately with 6% per year, among which, razors and blades are witnessing fastest growth. The grooming products market in Asia-Pacific is witnessing faster growth rate compared to personal care products, due to surging appearance consciousness among consumers.

The evolution of hybrid razors, which is a combination of razor and trimmer, serves the purpose for consumers of both types. The increasing flexibility of foil shavers is grabbing the attention of customers that want close shave with high flexibility in shaving. The shavers with lithium-ion (Li-ion) technology are also offering greater advantages to customers; hence, boosting the sales of the overall shavers market.

Shavers are products related to looks and appearance. This makes celebrity endorsements a major mode of promotion for this market. Celebrity endorsement has increased at a significant rate during the recent past, in the shavers market. The companies are organizing promotional campaigns for their shaver products with the renowned celebrities including athletes, and film stars. Wahl introduced its All in One Shaver & Trimmer with Lithium-ion technology in India, which was promoted by film stars such as Nawazuddin Siddiqui, Suniel Shetty, and Vijender Singh. Procter & Gamble has engaged several renowned celebrities and athletes, including Tiger Woods, Roger Federer, David Beckham, Derel Jeter, Thierry Henry, and Matt Ryan, in the recent past for its Gillette brand.

The global shavers market is consolidated in structure, with fewer companies having hold of large portion of the market. The key shaver manufacturers include The Procter & Gamble Company, Panasonic Corporation, Koninklijke Philips N.V., Energizer Holdings Inc., Conair Corporation, Spectrum Brands Holdings Inc., Wahl Clipper Corporation, Super-Max Limited, and SOCIETE BIC SA.

Report Coverage

- Provides comprehensive understanding of the market with the help of informed market outlook, opportunities, challenges, trends, size and growth, competitive analysis, major competitors and Porter analysis
- Identifies the key drivers of growth and challenges of the key industry players. Also, assesses the future impact of the propellants and restraints on the market
- Uncovers potential demands in the market
- Porter analysis identifies competitive forces within the market
- Provides information on the historical and current market size and the future potential of the market
- Provides sizes of key regional markets using yardsticks of segments
- Highlights the competitive scenario of the market and major competitors
- Provides profiles of major competitors of the market including details of their operations, product and services, recent developments and key financial metrics. Profiles provide better understanding of competition as well as the demands of the market.

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