



Euromonitor
International

Personal Care Appliances in France

February 2026

Table of Contents

Personal Care Appliances in France - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Resilient growth supported by innovation and digital engagement

Chart 1 - Key Trends 2025

Chart 2 - Analyst Insight

INDUSTRY PERFORMANCE

Influencer marketing drives sales growth in electro-beauty

Innovation and technology drive subcategory growth

Technological innovation and digital marketing shape the market

Chart 3 - SharkNinja's Digital Strategy in French Electro-Beauty

Chart 4 - Innovation Fuels Growth with Health-Oriented Products

Chart 5 - Severin's Strategic Entry into French Electro-Beauty

WHAT'S NEXT?

Innovation and digital marketing drive future growth

Hair care appliances to remain the largest subcategory

Sustainability and technology to shape the future landscape

COMPETITIVE LANDSCAPE

Leading players face rising pressure from new and low-cost entrants

Limited consolidation maintains a stable market structure

CHANNELS

Influencer marketing strengthens online retail leadership

Appliance specialists grow alongside online channels

Stable retail landscape with continued focus on digital engagement

PRODUCTS

Influencer marketing and innovation drive product visibility and demand

Hair care and beauty technologies drive subcategory performance

Diversification and accessibility support long-term category development

COUNTRY REPORTS DISCLAIMER

Consumer Appliances in France - Industry Overview

EXECUTIVE SUMMARY

Small appliances drive resilience amid weak housing activity

KEY DATA FINDINGS

Chart 6 - Key Trends 2025

Chart 7 - Analyst Insight

INDUSTRY PERFORMANCE

Sluggish housing market constrains major appliances demand

Large cooking appliances retain leading position

Multifunctionality supports growth in small appliances

WHAT'S NEXT?

Rising incomes and urbanisation drive consumer appliances growth

Large cooking appliances maintain dominance through built-in trends

Sustainability and multifunctionality drive future growth and innovation

Chart 8 - Growth Decomposition of Consumer Appliances 2024-2029

COMPETITIVE LANDSCAPE

Seb and BSH dominate market with diverse product portfolios

SharkNinja's innovation strategy strengthens its position in small appliances

Chart 9 - Kärcher Launches a 3-in-1 Vacuum Cleaner

CHANNELS

Appliance specialists and online retailers drive sales growth

Retail e-commerce gains traction through competitive pricing

No new retail concepts or collaborations expected in 2026

PRODUCTS

Private label ranges and premiumisation drive product innovation

Emerging brands accelerate adoption of multifunctional solutions

Innovation supports growth despite economic pressures

Chart 10 - Private Label Brands Thrive During Sluggish Economic Conditions

Chart 11 - Innovation in Beauty Appliances

ECONOMIC CONTEXT

Chart 12 - Real GDP Growth and Inflation 2020-2030

Chart 13 - PEST Analysis in France 2025

CONSUMER CONTEXT

Chart 14 - Key Insights on Consumers in France 2025

Chart 15 - Consumer Landscape in France 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-france/report.