



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

Chart 2 - Vega Launches the LitStyle Hair Dryer Brush

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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Consumer Appliances in India - Industry Overview

## EXECUTIVE SUMMARY

Robust economic drivers and technology fuel significant expansion for consumer appliances

## KEY DATA FINDINGS

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

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Omnichannel strategies drive sales of major appliances

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