



Euromonitor  
International

# Personal Care Appliances in the United Kingdom

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Table of Contents

## KEY DATA FINDINGS

### 2025 DEVELOPMENTS

Convenience and customisation significant in personal care appliances

Chart 1 - Key Trends 2025

### INDUSTRY PERFORMANCE

Convenience and customisation impact personal care appliances

Chart 2 - Philips Launches the Sonicare 5000-7000 Series Toothbrushes

Hair care appliances continues to lead, but oral care appliances draws closer

### WHAT'S NEXT?

Consumers will seek convenient multifunctional personal care appliances

Oral care appliances set to lead growth with innovation and a hygiene focus

Chart 3 - Analyst Insight

Sustainability and refurbished goods to shape future business strategies

### COMPETITIVE LANDSCAPE

Procter & Gamble and BaByliss (UK) Ltd lead and extend their shares

Companies will need to adapt to changing consumer trends to survive

### CHANNELS

Retail e-commerce dominates personal care appliances due to demand for convenience

Offline retailers will continue to suffer from the competition from retail e-commerce

### PRODUCTS

Dyson cordless designs continue to attract consumers

Chart 4 - The Dyson Corrale Remains a Popular Cordless Hair Straightener

Innovative multifunctional products appeal to consumers in personal care appliances

Chart 5 - Dyson Launches the Airwrap i.d Multi Styler and Dryer

### COUNTRY REPORTS DISCLAIMER

Consumer Appliances in the United Kingdom - Industry Overview

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