



# Personal Care Appliances in Italy

February 2026

Table of Contents

## Personal Care Appliances in Italy - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

A focus on health and wellness, and multi-functional products, support low sales

Chart 1 - Key Trends 2025

#### INDUSTRY PERFORMANCE

Inflation dampens spending on home grooming, while oral care remains important

Genderless shaving trend drives demand for grooming products

Hair care appliances remain popular, driven by innovation in multi-functional products

Innovation in other personal care appliances focussed on cordless products

Chart 2 - Panasonic Series 900 Men's Shavers Stays in One Hand

#### WHAT'S NEXT?

Consumers expected to drive demand for versatile hair care appliances

Chart 3 - Analyst Insight

European brands anticipated to prioritise reshoring to mitigate risks

#### COMPETITIVE LANDSCAPE

Dreame drives growth with innovative and affordable products

Trevidea capitalises on Girmi's heritage with new launches

#### CHANNELS

Appliances and electronics specialists lead retail distribution

Emerging collaborations drive sales and brand visibility

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[Consumer Appliances in Italy - Industry Overview](#)

### EXECUTIVE SUMMARY

Innovation in multi-functionality and energy efficiency drive consumer appliances sales

### KEY DATA FINDINGS

Chart 4 - Key Trends 2025

#### INDUSTRY PERFORMANCE

Geopolitical uncertainty drives brands to rethink their supply chains

Multi-functionality drives sales in personal care accessories and air fryers

Introduction of the EU Green Directive boosts sales in heat pumps

Chart 5 - A New Government Bonus to Support The Installation of Heat Pumps in Italy

#### WHAT'S NEXT?

Sales consumer appliances set to remain at low levels, due to the lack of government bonus

Presence of Asian brands set to drive consumer appliances' competitive landscape

Chart 6 - Growth Decomposition of Consumer Appliances 2024-2029

#### COMPETITIVE LANDSCAPE

Beko and Oral-B drive market share shifts through innovation

Fnac-Darty's acquisition and Roborock's innovation reshape competitive dynamics

Chart 7 - Analyst Insight

#### CHANNELS

Appliances and electronics continue to hold leading channel sales  
E-commerce gains regional traction and capitalises on special events

## PRODUCTS

Midea embodies multi-functionality with the launch of its new air fryer  
Chart 8 - Airfryers Become Larger and Include More Functions

## ECONOMIC CONTEXT

Chart 9 - Real GDP Growth and Inflation 2020-2030  
Chart 10 - PEST Analysis in Italy 2025

## CONSUMER CONTEXT

Chart 11 - Key Insights on Consumers in Italy 2025  
Chart 12 - Consumer Landscape in Italy 2025

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## SOURCES

Summary 1 - Research Sources

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