



**Euromonitor
International**

Personal Care Appliances in Australia

December 2025

Table of Contents

KEY DATA FINDINGS

2025 DEVELOPMENTS

Stable growth fuelled by personalisation and digital influence

Chart 1 - Key Trends 2025

INDUSTRY PERFORMANCE

Solid performance with consumers seeking multifunctional devices

Chart 2 - Analyst Insight

Influencer-backed campaigns drive sales growth through social media

Chart 3 - Panasonic Hair Dryer Social Media Campaign

Hair care appliances dominate sales due to innovation and stable demand

WHAT'S NEXT?

Brands delivering personalised products and credible storytelling set to drive growth

Practicality, sustainability, and smart technology to shape future product development

COMPETITIVE LANDSCAPE

Remington strengthens lead of consolidated landscape

CHANNELS

Health and beauty specialists drive sales through expert advice

Retail e-commerce gains traction among younger consumers

PRODUCTS

Dyson drives innovation with multifunctionality

Shark continues to expand local presence with customisable and compact products

Chart 4 - Shark Launches FlexStyle Build Your Own Air Styling & Drying System

COUNTRY REPORTS DISCLAIMER

Consumer Appliances in Australia - Industry Overview

EXECUTIVE SUMMARY

How innovation and energy efficiency shape Australian consumer appliance choices

KEY DATA FINDINGS

Chart 5 - Key Trends 2025

INDUSTRY PERFORMANCE

Australians seek value, innovation and energy-efficient appliances

Chart 6 - Analyst Insight

Air treatment products continues to make gains, driven by health and wellness concerns

Refrigeration appliances drives growth through innovation

WHAT'S NEXT?

Australians will continue to prioritise innovative appliances offering long-term value

Refrigeration appliances and air treatment products to see further growth

Australians to become increasingly discerning in their purchasing decisions

Chart 7 - Growth Decomposition of Consumer Appliances 2024-2029

COMPETITIVE LANDSCAPE

Leading brands sustain share through innovation

Strong performance by Dyson as it continues to focus on new launches

CHANNELS

Appliances and electronics specialists leads distribution through expertise

E-commerce gains influence in product discovery and price comparison

PRODUCTS

Miele and Panasonic drive innovation with eco-friendly designs

Chart 8 - Miele Sets Efficiency Benchmark with 6-Star WELS Dishwasher in 2025

Chart 9 - Panasonic NN-CD88QSQPQ Drives Trading Up in Compact, Multifunctional Microwaves

Roborock revolutionises cleaning with automation and convenience

Chart 10 - Roborock Launches Q10V+ in Australia With Self-Empty Dock and 10,000Pa Suction

ECONOMIC CONTEXT

Chart 11 - Real GDP Growth and Inflation 2020-2030

Chart 12 - PEST Analysis in Australia 2025

CONSUMER CONTEXT

Chart 13 - Key Insights on Consumers in Australia 2025

Chart 14 - Consumer Landscape in Australia 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-australia/report.