



# Personal Care Appliances in Hong Kong, China

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Key trends prove robust in personal care appliances

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Advanced features and benefits foster investments in personal care appliances

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Multi-functional products pique consumers' interest

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Hair care appliances to grow fastest in retail volume and value sales terms

Oral care appliances to continue to push advanced features

#### COMPETITIVE LANDSCAPE

Philips retains leading position through innovation

Emerging threats to push further innovation

#### CHANNELS

Offline retailers continue to dominate despite the strength of e-commerce

No new retail brands or concepts to emerge in the short term

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Leading companies gain a competitive edge through innovation catering to key trends

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Apparel and electronics specialists retain their appeal among local consumers  
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