



# Personal Care Appliances in India

February 2026

Table of Contents

## Personal Care Appliances in India - Category analysis

### 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

#### COUNTRY REPORTS DISCLAIMER

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

### EXECUTIVE SUMMARY

Robust economic drivers and technology fuel significant expansion for consumer appliances

### KEY DATA FINDINGS

Chart 4 - Key Trends 2025

#### INDUSTRY PERFORMANCE

Rising incomes drive volume and particularly value growth as premiumisation advances

Chart 5 - Haier Appliances India Launches Premium Smart Home Solutions

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

Convenience and customisation contribute to growth

Chart 6 - Samsung Launches 2025 Bespoke AI Appliance Range

Consumers shift to intelligent, connected consumer appliances to meet their needs

Chart 7 - Godrej Launches New Range of AI-Powered Front-Load Washing Machines

#### WHAT'S NEXT?

Dynamism expected to continue as incomes rise and time-saving appliances are demanded

Premiumisation and technology set to drive growth

Chart 8 - Analyst Insight

Retail e-commerce expected to gain share, although offline retail will also remain important

Chart 9 - Growth Decomposition of Consumer Appliances 2024-2029

#### COMPETITIVE LANDSCAPE

A fragmented competitive landscape with players differentiating through innovation  
Smart product launches tailored to Indian consumers and retail reach used to differentiate  
Opportunities for businesses in premium and smart appliances

## CHANNELS

Omnichannel strategies drive sales of major appliances

## ECONOMIC CONTEXT

Chart 10 - Real GDP Growth and Inflation 2020-2030

Chart 11 - PEST Analysis in India 2025

## CONSUMER CONTEXT

Chart 12 - Key Insights on Consumers in India 2025

Chart 13 - Consumer Landscape in India 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-india/report](http://www.euromonitor.com/personal-care-appliances-in-india/report).