

Freedonia Focus Reports
US Collection



Personal Care Appliances: United States

June 2020



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About This Report

Scope

This report forecasts to 2024 US personal care appliance demand and shipments in nominal US dollars at the manufacturer's level. Total demand is segmented by product in terms of:

- massage
- hair styling
- grooming
- oral care
- room humidifiers
- other products such as electric blankets, skincare appliances, and heating pads

To illustrate historical trends, total demand, total shipments, the various segments, and trade are provided in annual series from 2009 to 2019.

Parts and non-electric personal care appliances (e.g., manual toothbrushes, wet razors) are excluded from this report. Professional-grade personal care appliances, grooming devices used for agricultural and horticultural purposes, commercial (i.e., chair-type) hair dryers, and air purifiers are also excluded from the scope of this analysis. Re-exports of personal care appliances are excluded from demand and trade figures.

Key macroeconomic indicators are also provided with quantified trends. Other various topics, including profiles of pertinent leading companies, are covered in this report. A full outline of report items by page is available in the Table of Contents.

Sources

Personal Care Appliances: United States (FF90018) represents the synthesis and analysis of data from various secondary, macroeconomic, and demographic sources, such as:

- firms participating in the industry, and their suppliers and customers
- government/public agencies
- intergovernmental organizations
- trade associations and their publications
- the business and trade press
- indicator forecasts by The Freedonia Group
- the findings of other reports and studies by The Freedonia Group

About This Report

Specific sources and additional resources are listed in the Resources section of this publication for reference and to facilitate further research.

Industry Codes

Table 8 | NAICS & SIC Codes Related to Personal Care Appliances

| NAICS/SCIAN 2017 | | SIC | |
|---|--|------------------------------------|------------------------------|
| North American Industry Classification System | | Standard Industrial Classification | |
| 335210 | Small Electrical Appliance Manufacturing | 3634 | Electric Housewares and Fans |

Source: US Census Bureau

Freedonia Methodology

The Freedonia Group, a subsidiary of MarketResearch.com, has been in business for more than 30 years and in that time has developed a comprehensive approach to data analysis that takes into account the variety of industries covered and the evolving needs of our customers.

Every industry presents different challenges in market sizing and forecasting, and this requires flexibility in methodology and approach. Freedonia methodology integrates a variety of quantitative and qualitative techniques to present the best overall picture of a market's current position as well as its future outlook: When published data are available, we make sure they are correct and representative of reality. We understand that published data often have flaws either in scope or quality, and adjustments are made accordingly. Where no data are available, we use various methodologies to develop market sizing (both top-down and bottom-up) and then triangulate those results to come up with the most accurate data series possible. Regardless of approach, we also talk to industry participants to verify both historical perspective and future growth opportunities.

Methods used in the preparation of Freedonia market research include, but are not limited to, the following activities: comprehensive data mining and evaluation, primary research, consensus forecasting and analysis, ratio analysis using key indicators, regression analysis, end use growth indices and intensity factors, purchase power parity adjustments for global data, consumer and end user surveys, market share and corporate sales analysis, product lifespan analysis, product or market life cycle analysis, graphical data modeling, long-term historical trend analysis, bottom-up and top-down demand modeling, and comparative market size ranking.

Freedonia quantifies trends in various measures of growth and volatility. Growth (or decline) expressed as an average annual growth rate (AAGR) is the least squares growth rate, which takes into account all available datapoints over a period. The volatility of datapoints around a least squares growth trend over time is expressed via the coefficient of determination, or r^2 . The most stable data series relative to the trend carries an r^2 value of

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1.0; the most volatile – 0.0. Growth calculated as a compound annual growth rate (CAGR) employs, by definition, only the first and last datapoints over a period. The CAGR is used to describe forecast growth, defined as the expected trend beginning in the base year and ending in the forecast year. Readers are encouraged to consider historical volatility when assessing particular annual values along the forecast trend, including in the forecast year.

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Resources

The Freedonia Group

Freedonia Industry Studies

Global Electric Motors

Global E-Commerce

Global Major Household Appliances

Global Power Lawn & Garden Equipment

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Demographics: United States

E-Commerce: United States

Hair, Nail, & Skin Care Services: United States

Household Cooking Appliances: United States

Household Floor Care Appliances: United States

Laundry Equipment: United States

Household Refrigerators & Freezers: United States

Housing: United States

Major Household Appliances: United States

Manufacturing: United States

Packaging: United States

Repair Services: United States

Small Kitchen Appliances: United States

Freedonia Custom Research

Packaged Facts

Pet Grooming, Skin & Coat, and Spa Products and Services in the US

Trade Publications

Assembly Magazine

Beauty Store Business

Chain Store Age

Consumer Reports

Drug Store News

Global Cosmetic Industry

Home Furnishings News

HomeWorld Business

Women's Wear Daily

Agencies & Associations

Association of Home Appliance Manufacturers

Bureau of Economic Analysis

China Household Electrical Appliances Association

Federal Trade Commission

International Housewares Association

National Retail Federation

North American Retail Dealers Association

United States Census Bureau

United States Consumer Product Safety Commission

United States International Trade Commission