

Freedonia Focus Reports  
US Collection



# Personal Care Appliances: United States

January 2018



CLICK TO ORDER  
FULL REPORT

**BROCHURE**

CLICK TO ORDER  
FULL REPORT

[www.freedoniafocusreports.com](http://www.freedoniafocusreports.com)

# Table of Contents

---

<b>1. Highlights</b>	<b>3</b>
<b>2. Market Environment</b>	<b>4</b>
Historical Trends	4
Key Economic Indicators	6
Trade	7
Retail Overview	8
<b>3. Segmentation &amp; Forecasts</b>	<b>11</b>
Products	11
Hair Styling	14
Massage	16
Grooming	17
Oral Care	19
Other Products	21
<b>4. Industry Structure</b>	<b>22</b>
Industry Characteristics	22
Market Leaders	23
Conair	23
Helen of Troy	23
Procter & Gamble	24
<b>5. About This Report</b>	<b>25</b>
Scope & Method	25
Sources	26
Industry Codes	26
Resources	27

# List of Tables & Figures

---

Figure 1   Key Trends in US Personal Care Appliance Demand, 2016 – 2021	3
Figure 2   US Personal Care Appliance Demand Trends, 2006 – 2016	4
Figure 3   US Personal Care Appliance Shipment Trends, 2006 – 2016	5
Table 1   Key Indicators for US Personal Care Appliance Demand, 2006 – 2021 (US\$ bil)	6
Figure 4   US Personal Care Appliance Trade, 2006 – 2016 (US\$ mil)	7
Table 2   US Personal Care Appliance Trade, 2006 – 2016 (US\$ mil)	7
Figure 5   US Small Electric Appliance PCE, 2006 – 2016 (US\$ mil)	8
Table 3   US Small Electric Appliance PCE, 2006 – 2016 (US\$ mil)	8
Figure 6   US Personal Care Appliance Demand by Product, 2006 – 2021 (US\$ mil)	11
Table 4   US Personal Care Appliance Demand by Product, 2006 – 2021 (US\$ mil)	11
Figure 7   US Personal Care Appliance Shipments, 2006 – 2021 (US\$ mil)	13
Table 5   US Personal Care Appliance Shipments, 2006 – 2021 (US\$ mil)	13
Figure 8   US Hair Styling Appliance Demand & Population Aged 25 – 44, 2006 – 2021	14
Figure 9   US Massage Appliance Demand & Population Aged 65 Years & Older, 2006 – 2021	17
Figure 10   US Grooming Appliance Demand & Disposable Personal Income, 2006 – 2021	18
Figure 11   US Personal Care Appliance Demand by Product, 2006 – 2021 (%)	21
Table 6   Leading Suppliers to the US Personal Care Appliance Market by Product	23
Table 7   Industry Codes Related to Personal Care Appliance	26

# About This Report

---

## Scope & Method

This report forecasts US personal care appliance demand and shipments in nominal US dollars at the manufacturer level to 2021. Total demand is segmented by product in terms of:

- hair styling
- massage
- grooming
- oral care
- other products such as heating pads and skincare appliances, as well as parts

To illustrate historical trends, total demand, total shipments, the various demand segments, and trade are provided in annual series from 2006 to 2016.

Non-electric personal care appliances (e.g., manual toothbrushes, wet razors) are not considered in this report. Grooming devices used for agricultural and horticultural purposes as well as chair-type hair dryers for use in commercial applications are also excluded from the scope of this analysis. Re-exports of personal care appliances are excluded from demand and trade figures.

This report 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 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.

Key macroeconomic indicators are also provided with quantified trends. Other various topics, including profiles of pertinent leading suppliers, 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 primary, secondary, macroeconomic, and demographic sources including:

- firms participating in the industry, and their suppliers and customers
- government/public agencies
- national, regional, and international non-governmental 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

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

## Industry Codes

Table 7 | Industry Codes Related to Personal Care Appliance

NAICS/SCIAN 2007		SIC	
North American Industry Classification System		Standard Industry Classification	
335211	Electric Housewares and Household Fan Mfg	3634	Electric Housewares and Fans

Source: US Census Bureau

## Copyright & Licensing

The full report is protected by copyright laws of the United States of America and international treaties. The entire contents of the publication are copyrighted by The Freedonia Group.

## Resources

### The Freedonia Group

#### Freedonia Industry Studies

*Consumer Water Treatment Systems*, October 2017

*Cosmetic & Toiletry Containers*, November 2016

*World Major Household Appliances*, February 2016

*Dental Products & Materials*, January 2016

#### Freedonia Focus Reports

*Demographics: United States*

*Household Cooking Appliances: United States*

*Household Floor Care Appliances: United States*

*Household Laundry Equipment: United States*

*Household Refrigerators & Freezers: United States*

*Housing: United States*

*Major Household Appliances: United States*

*Small Kitchen Appliances: United States*

*World Major Household Appliances*

#### Freedonia Custom Research

### Trade Publications

*Appliance Design*

*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

## About This Report

United States Census Bureau  
United States Consumer Product Safety Commission  
United States International Trade Commission