

Personal Care Appliances in Austria

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Personal Care Appliances in Austria - Category analysis

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2023 DEVELOPMENTS

Personal care appliances suffer as price sensitivity leads to postponed purchases

Electric toothbrushes drive growth as consumers pay for advanced teeth cleaning

With a positive reputation and strong product offering, Oral-B continues to lead

PROSPECTS AND OPPORTUNITIES

Return to growth as consumers place focus on personal grooming and treats

Electric facial cleansers widen its consumer base to drive ongoing growth

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