



Personal Care Appliances in Thailand

December 2023

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Personal Care Appliances in Thailand - Category analysis

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2023 DEVELOPMENTS

Korean beauty trend sparks surge in demand for personal care appliances in 2023

Body shavers see growing demand from men in Thailand in 2023

Electric facial cleansers seeing falling demand due to high prices and hygiene concerns

PROSPECTS AND OPPORTUNITIES

Korean beauty trend likely to remain a key influence on demand

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