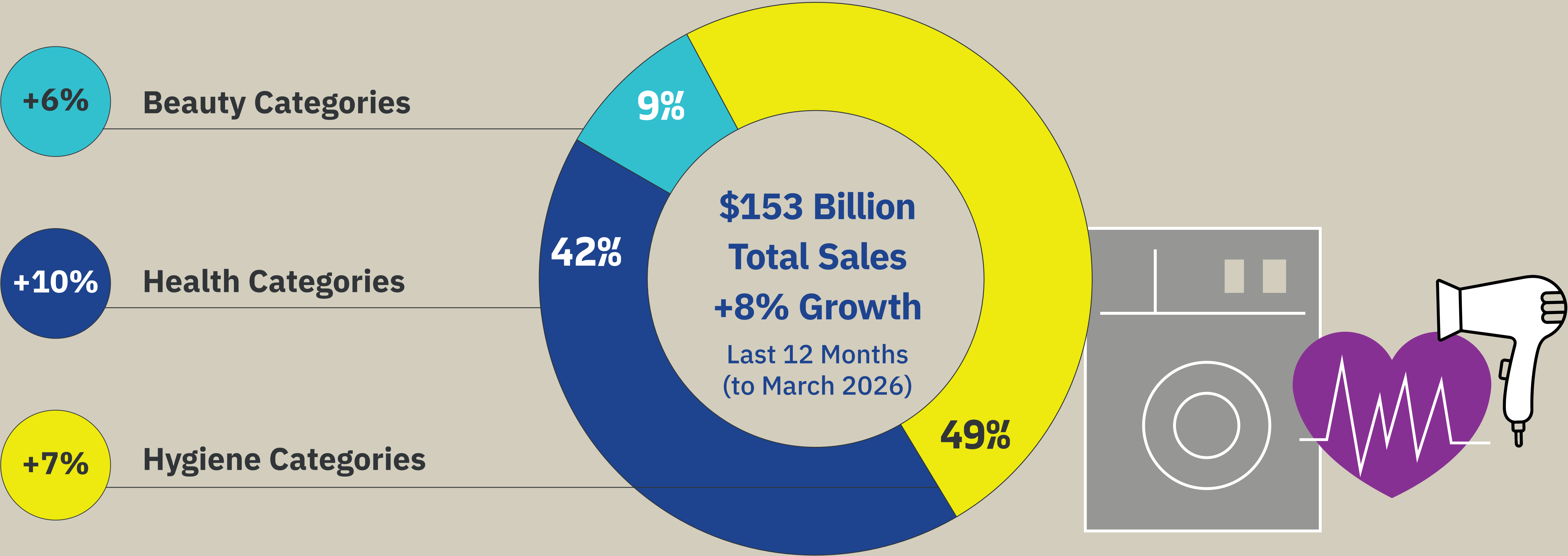


Universe of health, hygiene and well-being in tech and durables

Beauty & wellness grew by +6% in the past year, driven by hair care and shavers, while wellness declined.



Source: Market intelligence Sales Tracking Period : Apr 24 – Mar 25 Categories (Beauty): Hair Dryer, Har Stylers, Hair Clippers , Shavers, Shaver Accessories, El. Male System Razor, El. Muscle Stimulation, El. Massagers, El. Cosmetics, El. Blankets SDA Beauty and Wellness – May 2026-NF