

# **Global Depilatories Products Market Size study & Forecast, by Product (Creams, Waxes, Wax Strips, Razors, Electronic Hair Removal), by End User (Men, Women), and Regional Analysis, 2023-2030**

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## **Abstracts**

Global Depilatories Products Market is valued at approximately USD XX billion in 2022 and is anticipated to grow with a healthy growth rate of more than XX% over the forecast period 2023-2030. The Depilatories Products market refers to the industry that focuses on the manufacturing, distribution, and sale of products designed to remove unwanted body hair. Depilatory products offer temporary hair removal solutions without the need for shaving, waxing, or other more invasive methods. The major driving factors for the Global Depilatories Products Market are rising disposable income and rising consumer awareness. Along with this, the rising cosmetics industry and increasing urbanization and westernization are creating lucrative growth opportunities for the market over the forecast period 2023-2030.

The cosmetics industry plays a vital role in shaping beauty and grooming trends. As people increasingly prioritize personal grooming and body care, the demand for depilatory products has grown. These products offer a convenient and relatively painless method for temporary hair removal, aligning with the preferences of modern consumers. Thus rising cosmetics industry is driving the market growth, For instance, according to Statista, in 2020 the revenue for the cosmetics industry was USD 72,366.20 million which is predicted to increase to USD 1,31,041.20 million in 2026. Along with this, according to The World Bank, the rise in world's net national income per capita is growing over the forecast period. In 2016, the World's Net National Income was calculated to be USD 8,423 which has increased up to USD 9,276 in 2019. However, adverse effects and skin sensitivity of Depilatories Products stifle market growth throughout the forecast period of 2023-2030.

The key regions considered for the Global Depilatories Products Market study includes Asia Pacific, North America, Europe, Latin America, and Middle East & Africa. In North America, the Depilatories Products market is well-established, with a significant presence of market players and high consumer awareness. The market is driven by the growing emphasis on personal grooming, beauty standards, and convenience. The United States and Canada are the major contributors to the market in this region. The Asia Pacific region is witnessing significant growth in the Depilatories Products market due to the increasing disposable income, changing lifestyles, and growing urbanization. Countries such as China, Japan, South Korea, India, and Australia are the major contributors to the market. The market growth is also attributed to the rising beauty consciousness among consumers and the popularity of hair removal treatments.

Major market player included in this report are:

Procter and Gamble Co.

Coloris Ltd.

LOreal S.A

Reckitt Benckiser Group plc

Kera-Ban Wax Products

Jolen Inc.

American International Industries

Nads Corporation

Church and Dwight Co., Inc.

Edgewell Personal Care

Recent Developments in the Market:

In March 2022, Nair, the leading hair removal brand in the United States, introduced a new product called Prep & Smooth Face. This innovative one-step

formula is specifically designed to assist consumers in removing facial hair effortlessly, while also providing a smooth surface for skincare and makeup application. It is the first face depilatory product that offers additional skincare benefits.

#### Global Depilatories Products Market Report Scope:

Historical Data – 2020 - 2021

Base Year for Estimation – 2022

Forecast period - 2023-2030

Report Coverage - Revenue forecast, Company Ranking, Competitive Landscape, Growth factors, and Trends

Segments Covered - Product, End User, Region

Regional Scope - North America; Europe; Asia Pacific; Latin America; Middle East & Africa

Customization Scope - Free report customization (equivalent up to 8 analyst's working hours) with purchase. Addition or alteration to country, regional & segment scope\*

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within countries involved in the study.

The report also caters detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, it also incorporates potential opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Product:

Creams

Waxes

Wax Strips

Razors

Electronic Hair Removal

By End User:

Men

Women

By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

ROE

Asia Pacific

China

India

Japan

Australia

South Korea

RoAPAC

Latin America

Brazil

Mexico

Middle East & Africa

Saudi Arabia

South Africa

Rest of Middle East & Africa

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