

# **Global Hair Removal Products Market Size Study, by Product (Creams, Ready-To-Use Wax Strips, Electronic Devices, Razors), by Application (Men, Women), by Distribution (Supermarkets & Hypermarkets, Convenience Stores, Drugstores, Online), and Regional Forecasts 2022-2032**

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## **Abstracts**

The Global Hair Removal Products Market is valued at approximately USD 3.6 billion in 2023 and is anticipated to grow with a robust CAGR of 8.40% during the forecast period 2024-2032. Hair removal products, encompassing a diverse range of solutions such as creams, wax strips, razors, and advanced electronic devices, cater to the evolving grooming preferences of both men and women. The increasing awareness about personal grooming, coupled with the influence of social media trends and a surge in disposable incomes, is significantly propelling market growth. Moreover, the rise in innovation within product formulations and device technologies further accelerates the adoption of these products across the globe.

The surge in demand for convenient and pain-free solutions for hair removal has led to the popularity of ready-to-use wax strips and advanced electronic devices. Companies are leveraging modern technologies to introduce skin-safe, long-lasting, and efficient products, catering to the diverse needs of consumers. Furthermore, the growing preference for online shopping platforms, offering easy accessibility and extensive product ranges, is driving market expansion. Eco-conscious consumer behaviors have also catalyzed the introduction of sustainable and environment-friendly alternatives in hair removal solutions.

Despite the impressive growth trajectory, the market faces challenges such as potential

skin-related side effects and stringent regulations on cosmetic products. High costs associated with premium devices and concerns regarding disposable product waste also pose hurdles. However, the growing emphasis on product innovations and collaborations between manufacturers and dermatology experts present promising opportunities. Furthermore, the rising demand for gender-neutral and customized hair removal products is expected to unlock new market potentials in the coming years.

Geographically, North America dominates the market, driven by high consumer spending on grooming products, advanced retail infrastructure, and strong brand penetration. Europe follows closely, with its demand fueled by growing awareness of personal care and a focus on sustainable beauty solutions. The Asia Pacific region is projected to witness the fastest growth, supported by increasing disposable incomes, a rising youth population, and the expansion of e-commerce channels. Meanwhile, Latin America and the Middle East & Africa are emerging as lucrative markets due to improving economic conditions and evolving consumer lifestyles.

Major market players included in this report are:

Procter & Gamble Co.

Reckitt Benckiser Group PLC

Edgewell Personal Care Company

Veet (Reckitt Benckiser)

Church & Dwight Co., Inc.

Philips N.V.

Panasonic Corporation

The Est?e Lauder Companies Inc.

Sally Hansen

Shiseido Company, Limited

Gillette (Procter & Gamble)

Wahl Clipper Corporation

Beiersdorf AG

Braun GmbH

Conair Corporation

The detailed segments and sub-segment of the market are explained below:

By Product:

Creams

Ready-To-Use Wax Strips

Electronic Devices

Razors

By Application:

Men

Women

By Distribution:

Supermarkets & Hypermarkets

Convenience Stores

Drugstores

Online

By Region: North America:

U.S.

Canada

Europe:

UK

Germany

France

Spain

Italy

Rest of Europe

Asia Pacific:

China

India

Japan

Australia

South Korea

Rest of Asia Pacific

**Latin America:**

Brazil

Mexico

**Middle East & Africa:**

Saudi Arabia

South Africa

Rest of Middle East &amp; Africa

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**Key Takeaways:**

Comprehensive analysis and forecasts for a 10-year period, from 2022-2032.

Regional insights with detailed country-level breakdowns.

Competitive landscape featuring major industry players and their strategies.

Analysis of demand and supply-side dynamics.

Recommendations on emerging opportunities and future market approaches.

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