

Depilatories in Peru

<https://marketpublishers.com/r/D97BAFB8D81EN.html>

Date: April 2024

Pages: 19

Price: US\$ 990.00 (Single User License)

ID: D97BAFB8D81EN

Abstracts

The expansion of depilatories in 2023 was tempered by the growth in in-salon beauty treatments in Peru. Cosmetic hair removal treatments, such as laser treatments, are seeing a growing acceptance among Peruvian consumers, thus impacting the frequency of purchase of depilatory products (eg hair removers/bleaches). Indeed, we are seeing reduced value and volume growth in 2023, as competition from salon treatments continues to rise. While in-salon treatments are more expensive, they are valued for...

Euromonitor International's Depilatories in Peru report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2019-2023, allowing you to identify the sectors driving growth. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Hair Removers/Bleaches, Women's Pre-Shave, Women's Razors and Blades.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Depilatories market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Contents

Depilatories in Peru
Euromonitor International
April 2024

LIST OF CONTENTS AND TABLES

DEPILATORIES IN PERU
KEY DATA FINDINGS

2023 DEVELOPMENTS

Growth in salon-based beauty treatments limits expansion in depilatories
Women's razors and blades lead category growth, due to offering decent results at a low cost

LEA brand tipped as one to watch in depilatories

PROSPECTS AND OPPORTUNITIES

Private label expected to gain ground depilatories over the forecast period
Depil? set to expand in hair removers and enhance its competitive advantage
New retail opportunities will contribute to ongoing growth

CATEGORY DATA

Table 1 Sales of Depilatories by Category: Value 2018-2023

Table 2 Sales of Depilatories by Category: % Value Growth 2018-2023

Table 3 Sales of Women's Razors and Blades by Type: % Value Breakdown 2019-2023

Table 4 NBO Company Shares of Depilatories: % Value 2019-2023

Table 5 LBN Brand Shares of Depilatories: % Value 2020-2023

Table 6 Forecast Sales of Depilatories by Category: Value 2023-2028

Table 7 Forecast Sales of Depilatories by Category: % Value Growth 2023-2028

BEAUTY AND PERSONAL CARE IN PERU

EXECUTIVE SUMMARY

Beauty and personal care in 2023: The big picture

2023 KEY TRENDS

Competitive landscape

Retailing developments

What next for beauty and personal care?

MARKET DATA

Table 8 Sales of Beauty and Personal Care by Category: Value 2018-2023

Table 9 Sales of Beauty and Personal Care by Category: % Value Growth 2018-2023

Table 10 GBO Company Shares of Beauty and Personal Care: % Value 2019-2023

Table 11 NBO Company Shares of Beauty and Personal Care: % Value 2019-2023

Table 12 LBN Brand Shares of Beauty and Personal Care: % Value 2020-2023

Table 13 Penetration of Private Label in Beauty and Personal Care by Category: % Value 2018-2023

Table 14 Distribution of Beauty and Personal Care by Format: % Value 2018-2023

Table 15 Distribution of Beauty and Personal Care by Format and Category: % Value 2023

Table 16 Forecast Sales of Beauty and Personal Care by Category: Value 2023-2028

Table 17 Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 Research Sources

I would like to order

Product name: Depilatories in Peru

Product link: <https://marketpublishers.com/r/D97BAFB8D81EN.html>

Price: US\$ 990.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/D97BAFB8D81EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970