

Australia Hair Removal Market Report by Product Type (Laser Hair Removal, Electrical Epilation, Waxing), End User (Beauty Clinics, Dermatology Clinics, Home Use), Gender (Men, Women), and Region 2026-2034

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Abstracts

The Australia hair removal market size reached USD 994.6 Million in 2025 . Looking forward, the market is expected to reach USD 1,467.0 Million by 2034 , exhibiting a growth rate (CAGR) of 4.28% during 2026-2034 . The rising consumer consciousness toward maintaining physical appearance, easy availability of a wide range of hair removal products across various online and offline organized retail platforms, the emergence of cosmetic laser treatments and the growing prominence of advanced light-based technologies represent some of the key factors driving the market.

Hair removal is a popular procedure that involves eliminating unwanted body hair using various techniques without damaging the surrounding skin, commonly performed on the legs, underarms, face, bikini area, and back. Body hair is removed for various reasons, such as aesthetic reasons, cultural practices, sports, medical requirements, or personal hygiene. Shaving is a common and straightforward hair removal method that involves using a razor to cut hair at skin level. Waxing involves spreading warm wax on the skin, and then removing the wax strip along with the hair after cooling. Plucking involves using tweezers to pull hair out by the roots, while laser hair removal is a semi-permanent hair removal technique that involves using high-heat lasers to destroy hair follicles, that prevents future hair growth. Shaving and depilatory creams are quick and easy to use, while waxing and plucking provide longer-lasting results, and laser hair removal offers permanent results but can be expensive and require multiple sessions.

KEY TRENDS OF AUSTRALIA HAIR REMOVAL MARKET:

At-Home Laser and IPL Devices Rise

One of the prominent trends in Australia's hair removal industry is increasing demand for at-home laser and IPL (intense pulsed light) devices. As consumers look for more convenient, low-cost, and long-term hair removal methods, demand for sophisticated home-use technology has increased. This phenomenon is most notable in Australia, where a population educated in technology and vast geographic dispersion promote solutions that do not involve regular salon trips. In regional or remote locations where access to professional clinics is poor, devices used at home are the sensible alternative. Brands have responded by creating easy-to-use machines with adjustable settings appropriate for various skin and hair types. In addition, Australians' typically active and outdoorsy lifestyles—paired with the country's extended summers—render hair removal an ongoing grooming issue rather than a seasonal one.

Natural and Skin-Friendly Product Preferences

Another apparent shift in the Australian hair removal industry is toward natural, gentle, and skin-friendly products. With high levels of skin sensitivity and consciousness about exposure to chemicals, most Australians are shying away from the conventional harsh depilatory creams or alcohol-based waxing products. Consumers are turning toward sugar waxes, natural hair removal creams based on plants, and hypoallergenic sensitive skin formulas. This is particularly relevant in Australia's sun-drenched climate, where skin is often under the UV radiation beam and potentially more sensitive to irritation. The trend is also associated with a broader cultural inclination toward clean beauty and wellness-focused personal grooming regimens. Local companies are increasingly focusing on plant-derived ingredients like aloe vera, chamomile, and jojoba oil to calm skin while they remove hair. Products that provide double benefits—like exfoliation and moisturizing—are especially favored. These trends are influencing product innovation and propelling a new generation of hair removal products that suit health-oriented and environmentally friendly consumer values.

Customized Services and Inclusive Beauty Trends

Personalized beauty services and inclusive grooming trends are dominating the hair removal market in Australia, particularly in cities such as Sydney, Melbourne, and Brisbane. Today, consumers are looking for hair removal options that address their identity, lifestyle, and skin type, not just one-size-fits-all solutions. Clinics and salons now provide customized services for various hair textures, skin sensitivities, and even

specific gender needs, capturing the nation's multicultural and socially progressive nature. For instance, treatments for curly or coarse hair or services that cater to different hormonal hair growth patterns are now typical additions. There is also a discernible increase in the demand for male-specific or gender-neutral grooming services, testifying against the argument that body hair removal is a women's market. This expanded definition of grooming is spurring product and service growth among a broader demographic.

KEY MARKET SEGMENTATION:

IMARC Group provides an analysis of the key trends in each sub-segment of the Australia hair removal market report, along with forecasts at the country and regional level from 2026-2034. Our report has categorized the market based on product type, end user, and gender.

Product Type Insights:

Laser Hair Removal

Electrical Epilation

Waxing

The report has provided a detailed breakup and analysis of the hair removal market based on the product type. This includes laser hair removal, electrical epilation and waxing. According to the report, laser hair removal represented the largest segment.

End User Insights:

Beauty Clinics

Dermatology Clinics

Home Use

The report has provided a detailed breakup and analysis of the hair removal market based on the end user. This includes beauty clinics, dermatology clinics, and home use.

Gender Insights:

Men

Women

A detailed breakup and analysis of the hair removal market based on the gender has also been provided in the report. This includes men and women.

Regional Insights:

Western Australia

New South Wales

Queensland

Victoria

Rest of Australia

The report has also provided a comprehensive analysis of all the major regional markets, which include Western Australia, New South Wales, Queensland, Victoria, and the rest of Australia.

COMPETITIVE LANDSCAPE:

The report has also provided a comprehensive analysis of the competitive landscape in the Australia hair removal market. Competitive analysis such as market structure, market share by key players, player positioning, top winning strategies, competitive dashboard, and company evaluation quadrant has been covered in the report. Also, detailed profiles of all major companies have been provided. Some of the companies covered include Abbvie Inc. (Allergan Inc.), Advanced Clinics Australia, Alma Lasers International, Braun GmbH, Candela Corporation, Koninklijke Philips N.V., Lumenis Inc., Results Laser Clinics, Silk Laser Clinics., etc. Kindly note that this only represents a partial list of companies, and the complete list has been provided in the report.

KEY QUESTIONS ANSWERED IN THIS REPORT

1. How big is the hair removal market in the Australia?
2. What is the expected growth rate of the Australia hair removal market during 2026-2034?
3. What is the future outlook of the hair removal market in the Australia?
4. What are the key trends of Australia hair removal market?
5. What are the growth drivers of Australia hair removal market?

Contents

1 PREFACE

2 SCOPE AND METHODOLOGY

- 2.1 Objectives of the Study
- 2.2 Stakeholders
- 2.3 Data Sources
 - 2.3.1 Primary Sources
 - 2.3.2 Secondary Sources
- 2.4 Market Estimation
 - 2.4.1 Bottom-Up Approach
 - 2.4.2 Top-Down Approach
- 2.5 Forecasting Methodology

3 EXECUTIVE SUMMARY

4 INTRODUCTION

- 4.1 Overview
- 4.2 Key Industry Trends

5 AUSTRALIA HAIR REMOVAL MARKET

- 5.1 Market Overview
- 5.2 Market Performance
- 5.3 Impact of COVID-19
- 5.4 Market Forecast

6 MARKET BREAKUP BY PRODUCT TYPE

- 6.1 Laser Hair Removal
 - 6.1.1 Market Trends
 - 6.1.2 Market Forecast
- 6.2 Electrical Epilation
 - 6.2.1 Market Trends
 - 6.2.2 Market Forecast
- 6.3 Waxing

- 6.3.1 Market Trends
- 6.3.2 Market Forecast

7 MARKET BREAKUP BY END USER

- 7.1 Beauty Clinics
 - 7.1.1 Market Trends
 - 7.1.2 Market Forecast
- 7.2 Dermatology Clinics
 - 7.2.1 Market Trends
 - 7.2.2 Market Forecast
- 7.3 Home Use
 - 7.3.1 Market Trends
 - 7.3.2 Market Forecast

8 MARKET BREAKUP BY GENDER

- 8.1 Men
 - 8.1.1 Market Trends
 - 8.1.2 Market Forecast
- 8.2 Women
 - 8.2.1 Market Trends
 - 8.2.2 Market Forecast

9 MARKET BREAKUP BY REGION

- 9.1 Western Australia
 - 9.1.1 Market Trends
 - 9.1.2 Market Forecast
- 9.2 New South Wales
 - 9.2.1 Market Trends
 - 9.2.2 Market Forecast
- 9.3 Queensland
 - 9.3.1 Market Trends
 - 9.3.2 Market Forecast
- 9.4 Victoria
 - 9.4.1 Market Trends
 - 9.4.2 Market Forecast
- 9.5 Rest of Australia

- 9.5.1 Market Trends
- 9.5.2 Market Forecast

10 SWOT ANALYSIS

- 10.1 Overview
- 10.2 Strengths
- 10.3 Weakness
- 10.4 Opportunities
- 10.5 Threats

11 VALUE CHAIN ANALYSIS

12 PORTER'S FIVE FORCES ANALYSIS

- 12.1 Overview
- 12.2 Bargaining Power of Buyers
- 12.3 Bargaining Power of Suppliers
- 12.4 Degree of Competition
- 12.5 Threat of New Entrants
- 12.6 Threat of Substitutes

13 COMPETITIVE LANDSCAPE

- 13.1 Market Structure
- 13.2 Key Players
- 13.3 Profiles of Key Players
 - 13.3.1 Abbvie Inc. (Allergan Inc.)
 - 13.3.1.1 Company Overview
 - 13.3.1.2 Product Portfolio
 - 13.3.1.3 Financials
 - 13.3.1.4 SWOT Analysis
 - 13.3.2 Advanced Clinics Australia
 - 13.3.2.1 Company Overview
 - 13.3.2.2 Product Portfolio
 - 13.3.3 Alma Lasers International
 - 13.3.3.1 Company Overview
 - 13.3.3.2 Product Portfolio
 - 13.3.4 Braun GmbH

- 13.3.4.1 Company Overview
- 13.3.4.2 Product Portfolio
- 13.3.5 Candela Corporation
 - 13.3.5.1 Company Overview
 - 13.3.5.2 Product Portfolio
- 13.3.6 Koninklijke Philips N.V.
 - 13.3.6.1 Company Overview
 - 13.3.6.2 Product Portfolio
 - 13.3.6.3 Financials
 - 13.3.6.4 SWOT Analysis
- 13.3.7 Lumenis Inc.
 - 13.3.7.1 Company Overview
 - 13.3.7.2 Product Portfolio
- 13.3.8 Results Laser Clinics
 - 13.3.8.1 Company Overview
 - 13.3.8.2 Product Portfolio
- 13.3.9 Silk Laser Clinics
 - 13.3.9.1 Company Overview
 - 13.3.9.2 Product Portfolio

List Of Tables

LIST OF TABLES

Table 1: Australia: Hair Removal Market: Key Industry Highlights, 2025 and 2034

Table 2: Australia: Hair Removal Market Forecast: Breakup by Product Type (in Million USD), 2026-2034

Table 3: Australia: Hair Removal Market Forecast: Breakup by End User (in Million USD), 2026-2034

Table 4: Australia: Hair Removal Market Forecast: Breakup by Gender (in Million USD), 2026-2034

Table 5: Australia: Hair Removal Market Forecast: Breakup by Region (in Million USD), 2026-2034

Table 6: Australia: Hair Removal Market Competitive Structure

Table 7: Australia: Hair Removal Market: Key Players

List Of Figures

LIST OF FIGURES

Figure 1: Australia: Hair Removal Market: Major Drivers and Challenges

Figure 2: Australia: Hair Removal Market: Sales Value (in Million USD), 2020-2025

Figure 3: Australia: Hair Removal Market: Breakup by Product Type (in %), 2025

Figure 4: Australia: Hair Removal Market: Breakup by End User (in %), 2025

Figure 5: Australia: Hair Removal Market: Breakup by Gender (in %), 2025

Figure 6: Australia: Hair Removal Market: Breakup by Region (in %), 2025

Figure 7: Australia: Hair Removal Market Forecast: Sales Value (in Million USD), 2026-2034

Figure 8: Australia: Hair Removal (Laser Hair Removal) Market: Sales Value (in Million USD), 2020 & 2025

Figure 9: Australia: Hair Removal (Laser Hair Removal) Market Forecast: Sales Value (in Million USD), 2026-2034

Figure 10: Australia: Hair Removal (Electrical Epilation) Market: Sales Value (in Million USD), 2020 & 2025

Figure 11: Australia: Hair Removal (Electrical Epilation) Market Forecast: Sales Value (in Million USD), 2026-2034

Figure 12: Australia: Hair Removal (Waxing) Market: Sales Value (in Million USD), 2020 & 2025

Figure 13: Australia: Hair Removal (Waxing) Market Forecast: Sales Value (in Million USD), 2026-2034

Figure 14: Australia: Hair Removal (Beauty Clinics) Market: Sales Value (in Million USD), 2020 & 2025

Figure 15: Australia: Hair Removal (Beauty Clinics) Market Forecast: Sales Value (in Million USD), 2026-2034

Figure 16: Australia: Hair Removal (Dermatology Clinics) Market: Sales Value (in Million USD), 2020 & 2025

Figure 17: Australia: Hair Removal (Dermatology Clinics) Market Forecast: Sales Value (in Million USD), 2026-2034

Figure 18: Australia: Hair Removal (Home Use) Market: Sales Value (in Million USD), 2020 & 2025

Figure 19: Australia: Hair Removal (Home Use) Market Forecast: Sales Value (in Million USD), 2026-2034

Figure 20: Australia: Hair Removal (Men) Market: Sales Value (in Million USD), 2020 & 2025

Figure 21: Australia: Hair Removal (Men) Market Forecast: Sales Value (in Million USD), 2026-2034

Figure 22: Australia: Hair Removal (Women) Market: Sales Value (in Million USD), 2020 & 2025

Figure 23: Australia: Hair Removal (Women) Market Forecast: Sales Value (in Million USD), 2026-2034

Figure 24: Western Australia: Hair Removal Market: Sales Value (in Million USD), 2020 & 2025

Figure 25: Western Australia: Hair Removal Market Forecast: Sales Value (in Million USD), 2026-2034

Figure 26: New South Wales: Hair Removal Market: Sales Value (in Million USD), 2020 & 2025

Figure 27: New South Wales: Hair Removal Market Forecast: Sales Value (in Million USD), 2026-2034

Figure 28: Queensland: Hair Removal Market: Sales Value (in Million USD), 2020 & 2025

Figure 29: Queensland: Hair Removal Market Forecast: Sales Value (in Million USD), 2026-2034

Figure 30: Victoria: Hair Removal Market: Sales Value (in Million USD), 2020 & 2025

Figure 31: Victoria: Hair Removal Market Forecast: Sales Value (in Million USD), 2026-2034

Figure 32: Rest of Australia: Hair Removal Market: Sales Value (in Million USD), 2020 & 2025

Figure 33: Rest of Australia: Hair Removal Market Forecast: Sales Value (in Million USD), 2026-2034

Figure 34: Australia: Hair Removal Industry: SWOT Analysis

Figure 35: Australia: Hair Removal Industry: Value Chain Analysis

Figure 36: Australia: Hair Removal Industry: Porter's Five Forces Analysis

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