

# Global Epilator Market Research and Forecast 2018-2023

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## Abstracts

Epilator is a device used to remove hair growing on the skin from its roots. The functioning of the epilator is similar to waxing, as it grasps multiple hairs simultaneously and pulls them out from the skin. These are easy-to-use, portable, and does not demand replacement of its parts at regular intervals. Epilators are comparatively better than electric shavers and razors as they remove hair from the roots. However, the use of epilator can be relatively painful, especially for the first-time users and therefore, the consumers prefer opting waxing from a professional person as compared to using epilators to remove hair.

Global epilator market is expected to grow rapidly due to the several benefits of epilator over conventional hair removal method such as shaving and waxing. Major driver involved in the growth of the market is its least cost as compared to laser hair removal method. The side effects associated with the hair removal using epilator such as skin bumps is the major factor hampering the market growth. Moreover, the painful hair removal method through epilator and lack of awareness about the epilator in under-developed economies are some other factors that are restraining the growth of the global epilator market. However, the emergence of new players in the epilator market and substantial increase in the advertisement activities by the major market players such as Philips and Panasonic are expected to fuel the market growth in the near future.

The epilator market can be segmented on the basis of gender, type, technology, product features, applications, and end users. Based on gender, the market is segmented into male epilators and female epilators. The global epilators market can be segmented on the basis of type, which includes tweezers, spring, and rotating disc. Based on technology, the market can be segmented into manual epilators and electric

epilators. Moreover, on the basis of product features, the market can be categorized into floating head, instrument depilation, single knife net, and double knife net. Based on applications, the global epilator market can be segmented into facial epilators and body epilators. Based on end users, the market can be bifurcated into home use, beauty salon, and hospitals. Among gender, the female epilator segment holds the largest market share in the global epilator market. This is majorly attributed to the wide adoption of hair removing methods in female population across the globe. The epilators are easy-to-use and inexpensive as compared to laser hair removal methods, which in turn, increasing its demand among the female youth across the globe.

The global epilator market is further analyzed on the basis of the geographical regions that are contributing in the growth of the market. North America contributes the largest share in the global epilator market. This is mainly owing to increase in lifestyle status of the population in the U.S. Asia Pacific is projected to exhibit the fastest growth rate in the global epilator market over the forecast period. This is due to increasing per capita income of the population, which makes an epilator affordable in the emerging economies of the region, which includes India and China.

Some of the key players operating in the global epilator market are Emjoi, Inc., Kemei, Koninklijke Philips N.V., Panasonic, Procter & Gamble, Keda KD, EpiladyUSA, Morphy Richards, Spectrum Brands, Inc., and Vega, among others. In order to sustain in the competitive market, these players adopt various strategies such as acquisitions, mergers, expansions, joint ventures, and product development, among others. For instance, in May 2018, Philips announced the introduction of Philips Satinelle Advanced epilator. The new product provides long-lasting hair removal and smoother skin.

## **RESEARCH METHODOLOGY**

The market study of epilator market is incorporated by extensive primary and secondary research conducted by research team at OMR. Secondary research has been conducted to refine the available data to breakdown the market in various segments, derive total market size, market forecast and growth rate. Different approaches have been worked on to derive the market value and market growth rate. Our team collects facts and data related to the market from different geography to provide a better regional outlook. In the report country level analysis is provided by analyzing various regional players, regional tax laws and policies, consumer behavior, and macro-economic factors. Numbers extracted from secondary research have been authenticated by conducting proper primary research. It includes tracking down key people from the industry and interviewing them to validate the data. This enables our

analyst to derive the closest possible figures without any major deviations in the actual number. Our analysts try to contact as many executives, managers, key opinion leaders and industry experts. Primary research brings the authenticity in our reports.

Secondary sources include:

Financial reports of companies involved in the market

Authentic Public Databases such as U.S. Food and Drug Administration (U.S.-FDA), HairRemoval.org, Cleveland Clinic, and American Censorship, among others.

Whitepapers, research-papers, and news blogs

Company websites and their product catalogue

Supplier Websites such as Alibaba, amazon for pricing analysis

The report is intended for key consulting companies and advisors, third-party manufacturers, and government organizations for overall market analysis, and competitive analysis. The report provides in-depth analysis on pricing, market size, intended quality of the product preferred by consumers, initial norms and vehicle segment. The report will serve as a source for 360-degree analysis of the market thoroughly integrating different models such as PEST analysis, Porter five analysis delivering insights into the market for better business decisions.

### **MARKET SEGMENTATION:**

Global epilator market is segmented on the basis of regional outlook and following segments:

Global Epilator Market Research and Analysis, By Gender

Global Epilator Market Research and Analysis, By Type

Global Epilator Market Research and Analysis, By Technology

Global Epilator Market Research and Analysis, By Product Features

Global Epilator Market Research and Analysis, By Applications

Global Epilator Market Research and Analysis, By End Users

Global Epilator Market Research and Analysis, By Region

### **THE REPORT COVERS:**

Comprehensive research methodology of global epilator market

This report also includes detailed and extensive market overview with key analyst insights

Exhaustive analysis of macro and micro factors influencing the market guided by key recommendations

Analysis of regional regulations and other government policies impacting the global epilator market

Insights about market determinants which are stimulating the global epilator market

Detailed and extensive market segments with regional distribution of forecasted revenues

Extensive profiles and recent developments of market players

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