

Depilatory Products Market in Brazil 2021

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Abstracts

Depilation, also known as hair removal or epilation, is the deliberate removal of body hair or head hair. Depilatory methods include shaving, bleaching, plucking, waxing, use of chemical depilatories, and electrolysis. The depilatory products market in Brazil is set to grow at a healthy compound annual growth rate (CAGR) of 2.3% in the next five years, according to StrategyHelix. Rising consumer disposable income and living standards coupled with increasing urbanization, rising consciousness with respect to personal grooming and enhancing aesthetic appeal are expected to boost the market growth in the coming years.

The report provides up-to-date market size data for period 2017-2020 and forecast to 2027 covering key market aspects like sales value for depilatory products. The Brazil depilatory products market is segmented on the basis of product, and distribution channel. By product, the depilatory products market in Brazil has been segmented into hair removal & bleaching creams, pre-shave oils & lotions, electronic devices. According to the research, the electronic devices segment had the largest share in the depilatory products market in Brazil. Based upon distribution channel, the depilatory products market in Brazil is categorized into supermarkets & hypermarkets, specialty stores, online retailing, others.

As of 2020, the major players in the Brazil depilatory products market were Reckitt Benckiser Group plc (RB), The Procter & Gamble Company, Church & Dwight Co. Inc., Natura & Co, Societe BIC S.A.

The report is an invaluable resource for companies and organizations active in this industry. It provides a cohesive picture of the depilatory products market to help drive informed decision making for industry executives, policy makers, academic, and analysts.

Report Scope

Product: hair removal & bleaching creams, pre-shave oils & lotions, electronic devices

Distribution channel: supermarkets & hypermarkets, specialty stores, online retailing, others

Years considered: this report covers the period 2017 to 2027

Key Benefits for Stakeholders

Get a comprehensive picture of the Brazil depilatory products market

Identify regional strategies and strategic priorities on the basis of local data

Pinpoint growth sectors and trends for investment

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Supermarkets & hypermarkets
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Others

PART 5. KEY COMPANIES

Reckitt Benckiser Group plc (RB)
The Procter & Gamble Company
Church & Dwight Co., Inc.
Natura & Co
Societe BIC S.A.
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