

Depilatory Products Market in Hong Kong 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. A study by StrategyHelix indicates that the depilatory products market in Hong Kong is expected to increase at a CAGR of 1.4% till 2027. 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 Hong Kong depilatory products market is segmented on the basis of product, and distribution channel. Based on product, the depilatory products market in Hong Kong is categorized into hair removal & bleaching creams, pre-shave oils & lotions, electronic devices. The electronic devices segment captured the largest share of the market in 2020. On the basis of distribution channel, the depilatory products market in Hong Kong has been segmented into supermarkets & hypermarkets, specialty stores, online retailing, others.

The competitive landscape of the industry has also been examined along with the profiles of the key players Reckitt Benckiser Group plc (RB), The Procter & Gamble Company, Edgewell Personal Care Brands LLC.

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 Hong Kong 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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Reckitt Benckiser Group plc (RB)
The Procter & Gamble Company
Edgewell Personal Care Brands, LLC
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