

# Depilatory Products Market in India 2021

<https://marketpublishers.com/r/D82CF36F0402EN.html>

Date: January 2022

Pages: 21

Price: US\$ 450.00 (Single User License)

ID: D82CF36F0402EN

## 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. According to a report by StrategyHelix, the depilatory products market in India is set to increase by US\$ 665 million during 2021-2027, growing at a CAGR of 16.4% during the forecast period. 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 India depilatory products market is segmented on the basis of product, and distribution channel. On the basis of product, the depilatory products market in India has been segmented into hair removal & bleaching creams, pre-shave oils & lotions, electronic devices. The electronic devices segment is estimated to account for the largest share of the depilatory products market in India. By distribution channel, the depilatory products market in India has been segmented into supermarkets & hypermarkets, specialty stores, online retailing, others.

The leading players in the depilatory products market include Reckitt Benckiser Group plc (RB), Pfizer Inc., Dabur India Limited.

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 India 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)  
Pfizer Inc.  
Dabur India Limited  
About StrategyHelix  
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