

# Depilatory Products Market in Kenya 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 Kenya is anticipated to expand positively at a CAGR of 10.1% during the forecast period (2021-2027), 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 Kenya depilatory products market is segmented on the basis of product, and distribution channel. By product, the depilatory products market in Kenya has been segmented into hair removal & bleaching creams, pre-shave oils & lotions, electronic devices. The electronic devices segment was the largest contributor to the Kenya depilatory products market in 2020. Based upon distribution channel, the depilatory products market in Kenya is categorized into supermarkets & hypermarkets, specialty stores, online retailing, others.

Top players covered in Kenya Depilatory Products Market Study are Reckitt Benckiser Group plc (RB), Sarabhai Chemicals (India) Pvt. Ltd., The Procter & Gamble Company, LINCO CARE LIMITED, 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 Kenya depilatory products market

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

Pinpoint growth sectors and trends for investment

## Contents

### **PART 1. INTRODUCTION**

Scope of the study  
Study period  
Geographical scope  
Research methodology

### **PART 2. DEPILATORY PRODUCTS MARKET OVERVIEW**

### **PART 3. MARKET BREAKDOWN BY PRODUCT**

Hair removal & bleaching creams  
Pre-shave oils & lotions  
Electronic devices

### **PART 4. MARKET BREAKDOWN BY DISTRIBUTION CHANNEL**

Supermarkets & hypermarkets  
Specialty stores  
Online retailing  
Others

### **PART 5. KEY COMPANIES**

Reckitt Benckiser Group plc (RB)  
Sarabhai Chemicals (India) Pvt. Ltd.  
The Procter & Gamble Company  
LINCO CARE LIMITED  
Societe BIC S.A.  
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