

# Depilatory Products Market in Malaysia 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 Malaysia is expected to increase at a CAGR of 7.3% till 2027, according to data and analytics company 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 Malaysia depilatory products market is segmented on the basis of product, and distribution channel. By product, the depilatory products market in Malaysia has been segmented into hair removal & bleaching creams, pre-shave oils & lotions, electronic devices. In 2020, the electronic devices segment made up the largest share of revenue generated by the depilatory products market. Based upon distribution channel, the depilatory products market in Malaysia is categorized into supermarkets & hypermarkets, specialty stores, online retailing, others.

The prominent players operating in the Malaysia depilatory products market include The Procter & Gamble Company, Reckitt Benckiser Group plc (RB), Edgewell Personal Care Brands LLC, Church & Dwight Co. Inc.

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 Malaysia 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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The Procter & Gamble Company  
Reckitt Benckiser Group plc (RB)  
Edgewell Personal Care Brands, LLC  
Church & Dwight Co., Inc.  
About StrategyHelix  
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