

Hair Removal Wax Market ? Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Product Type (Soft Wax (Heated, Cold and Pre-made Strips) and Hard Wax), By Application (Individual and Commercial (Spa, Beauty Salon)), By Gender (Men and Women), By Distribution Channel (Online and Offline), By Region & Competition, 2021-2031F

<https://marketpublishers.com/r/H306947DB62FEN.html>

Date: January 2026

Pages: 185

Price: US\$ 4,500.00 (Single User License)

ID: H306947DB62FEN

Abstracts

The Global Hair Removal Wax Market is projected to expand from USD 10.78 Billion in 2025 to USD 16.31 Billion by 2031, achieving a CAGR of 7.15%. Defined as a resin-based depilatory that extracts hair from the follicle to ensure semi-permanent smoothness, the market is underpinned by rising global disposable incomes and a heightened societal focus on personal hygiene. These economic fundamentals drive persistent consumer demand for both professional salon services and convenient at-home applications, ensuring consistent industry growth that exists independently of fleeting beauty trends.

However, the sector faces stiff competition from permanent hair reduction technologies that deliver long-term results. As these high-tech alternatives become increasingly affordable and effective, they pose a serious threat to traditional waxing methods. Data from the American Society of Plastic Surgeons reveals that laser hair removal procedures rose by 9% to exceed 800,000 sessions in 2023, signaling a measurable consumer pivot toward these advanced cosmetic solutions. This shift highlights an intensifying rivalry that could potentially limit the scalability of the conventional wax market.

Market Driver

The robust growth of the professional salon and spa industry acts as a primary catalyst for the Global Hair Removal Wax Market. Service providers are successfully leveraging consumer preferences for specialized treatments that offer greater precision and lasting results compared to temporary methods like shaving. This sectoral expansion is characterized by the aggressive scaling of franchise networks, which improves access to professional waxing services; for instance, European Wax Center, Inc. reported in its 'Fourth Quarter and Fiscal Year 2024 Results' in March 2025 that net new centers increased by 2.2% to 1,067 locations. Such infrastructural development secures the dominance of the professional segment by providing consumers with a convenient and effective alternative to daily grooming routines.

Concurrently, the market is propelled by surging demand for at-home and DIY waxing solutions, supported by product innovation and wider retail distribution. Manufacturers are introducing user-friendly wax strips and natural formulations to attract cost-conscious consumers and those preferring privacy. Highlighting this trend, Reckitt Benckiser Group plc noted in its 'Q3 2025 Results' in October 2025 that the Veet brand achieved double-digit growth in China, signaling increased adoption of self-applied depilatories in key global regions. This momentum is bolstered by a strong beauty retail environment; Ulta Beauty, Inc. reported a 12.9% increase in net sales for the third quarter of 2025, reflecting sustained consumer spending on grooming products that directly benefits the at-home hair removal category.

Market Challenge

The Global Hair Removal Wax Market confronts a significant hurdle due to the aggressive expansion of permanent hair reduction technologies. While waxing offers semi-permanent results, advanced energy-based devices such as laser and intense pulsed light systems provide a compelling value proposition through long-term hair reduction. This efficacy gap prompts consumers to transition from the recurring expense of monthly waxing appointments to high-tech treatments that promise enduring smoothness. Consequently, the traditional wax sector struggles to retain its core customer base as the perceived return on investment for permanent solutions becomes increasingly attractive to modern consumers.

This competitive pressure is further intensified by the rapid proliferation of specialized clinics focused on advanced aesthetic services. The widespread availability of medical

spas has lowered the entry barrier for consumers seeking high-tech alternatives, creating direct competition for traditional salons. According to the American Med Spa Association, the number of medical spa locations in the United States rose to 10,488 in 2023. This significant growth in infrastructure for permanent hair reduction directly challenges the scalability of waxing businesses, as these modern facilities successfully capture a growing share of consumer spending on depilatory services.

Market Trends

The Global Hair Removal Wax Market is undergoing a major transformation driven by a shift toward eco-friendly and biodegradable packaging solutions. Consumers are increasingly rejecting single-use plastics in favor of sustainable alternatives, compelling manufacturers to overhaul their supply chains. This trend encompasses not just formulations but also compostable strips and recyclable resin containers, which are becoming key differentiators in a competitive retail landscape. In March 2025, Reckitt Benckiser Group plc reported in its 'Results for the year ended 31 December 2024' that net revenue from more sustainable products comprised 34.9% of the company's total net revenue, indicating that environmental accountability is now a central driver of financial performance for leading depilatory brands.

Simultaneously, the market is witnessing widespread adoption of low-melting point and pain-reduced hard waxes within the professional sector. Unlike traditional soft waxes that adhere to the skin, modern hard wax formulations encapsulate the hair shaft directly, significantly reducing skin trauma and application discomfort. This technical evolution is crucial for retaining clientele who require high-frequency services for sensitive areas, as reduced pain encourages repeat visits over permanent reduction methods. In May 2025, European Wax Center, Inc. reported in its 'First Quarter Fiscal 2025 Financial Results' that system-wide sales increased 2.1% to \$225.9 million, validating the commercial viability of service models built on these proprietary, comfort-focused wax technologies.

Key Market Players

Church & Dwight

Coloris

Darent Wax

FILO BIANCO

GiGi

Harley Waxing

Jax Wax Australia

Karaver

LOreal International

Marzena BodyCare Products

Report Scope

In this report, the Global Hair Removal Wax Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Hair Removal Wax Market, By Product Type

Soft Wax (Heated

Cold

Pre-made Strips)

Hard Wax

Hair Removal Wax Market, By Application

Individual

Commercial (Spa

Beauty Salon)

Hair Removal Wax Market, By Gender

Men

Women

Hair Removal Wax Market, By Distribution Channel

Online

Offline

Hair Removal Wax Market, By Region

North America

United States

Canada

Mexico

Europe

France

United Kingdom

Italy

Germany

Spain

Asia Pacific

China

India

Japan

Australia

South Korea

South America

Brazil

Argentina

Colombia

Middle East & Africa

South Africa

Saudi Arabia

UAE

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Global Hair Removal Wax Market.

Available Customizations:

Global Hair Removal Wax Market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up to five).

Contents

1. PRODUCT OVERVIEW

- 1.1. Market Definition
- 1.2. Scope of the Market
 - 1.2.1. Markets Covered
 - 1.2.2. Years Considered for Study
 - 1.2.3. Key Market Segmentations

2. RESEARCH METHODOLOGY

- 2.1. Objective of the Study
- 2.2. Baseline Methodology
- 2.3. Key Industry Partners
- 2.4. Major Association and Secondary Sources
- 2.5. Forecasting Methodology
- 2.6. Data Triangulation & Validation
- 2.7. Assumptions and Limitations

3. EXECUTIVE SUMMARY

- 3.1. Overview of the Market
- 3.2. Overview of Key Market Segmentations
- 3.3. Overview of Key Market Players
- 3.4. Overview of Key Regions/Countries
- 3.5. Overview of Market Drivers, Challenges, Trends

4. VOICE OF CUSTOMER

5. GLOBAL HAIR REMOVAL WAX MARKET OUTLOOK

- 5.1. Market Size & Forecast
 - 5.1.1. By Value
- 5.2. Market Share & Forecast
 - 5.2.1. By Product Type (Soft Wax (Heated, Cold, Pre-made Strips), Hard Wax)
 - 5.2.2. By Application (Individual, Commercial (Spa, Beauty Salon))
 - 5.2.3. By Gender (Men, Women)
 - 5.2.4. By Distribution Channel (Online, Offline)

- 5.2.5. By Region
- 5.2.6. By Company (2025)
- 5.3. Market Map

6. NORTH AMERICA HAIR REMOVAL WAX MARKET OUTLOOK

- 6.1. Market Size & Forecast
 - 6.1.1. By Value
- 6.2. Market Share & Forecast
 - 6.2.1. By Product Type
 - 6.2.2. By Application
 - 6.2.3. By Gender
 - 6.2.4. By Distribution Channel
 - 6.2.5. By Country
- 6.3. North America: Country Analysis
 - 6.3.1. United States Hair Removal Wax Market Outlook
 - 6.3.1.1. Market Size & Forecast
 - 6.3.1.1.1. By Value
 - 6.3.1.2. Market Share & Forecast
 - 6.3.1.2.1. By Product Type
 - 6.3.1.2.2. By Application
 - 6.3.1.2.3. By Gender
 - 6.3.1.2.4. By Distribution Channel
 - 6.3.2. Canada Hair Removal Wax Market Outlook
 - 6.3.2.1. Market Size & Forecast
 - 6.3.2.1.1. By Value
 - 6.3.2.2. Market Share & Forecast
 - 6.3.2.2.1. By Product Type
 - 6.3.2.2.2. By Application
 - 6.3.2.2.3. By Gender
 - 6.3.2.2.4. By Distribution Channel
 - 6.3.3. Mexico Hair Removal Wax Market Outlook
 - 6.3.3.1. Market Size & Forecast
 - 6.3.3.1.1. By Value
 - 6.3.3.2. Market Share & Forecast
 - 6.3.3.2.1. By Product Type
 - 6.3.3.2.2. By Application
 - 6.3.3.2.3. By Gender
 - 6.3.3.2.4. By Distribution Channel

7. EUROPE HAIR REMOVAL WAX MARKET OUTLOOK

7.1. Market Size & Forecast

7.1.1. By Value

7.2. Market Share & Forecast

7.2.1. By Product Type

7.2.2. By Application

7.2.3. By Gender

7.2.4. By Distribution Channel

7.2.5. By Country

7.3. Europe: Country Analysis

7.3.1. Germany Hair Removal Wax Market Outlook

7.3.1.1. Market Size & Forecast

7.3.1.1.1. By Value

7.3.1.2. Market Share & Forecast

7.3.1.2.1. By Product Type

7.3.1.2.2. By Application

7.3.1.2.3. By Gender

7.3.1.2.4. By Distribution Channel

7.3.2. France Hair Removal Wax Market Outlook

7.3.2.1. Market Size & Forecast

7.3.2.1.1. By Value

7.3.2.2. Market Share & Forecast

7.3.2.2.1. By Product Type

7.3.2.2.2. By Application

7.3.2.2.3. By Gender

7.3.2.2.4. By Distribution Channel

7.3.3. United Kingdom Hair Removal Wax Market Outlook

7.3.3.1. Market Size & Forecast

7.3.3.1.1. By Value

7.3.3.2. Market Share & Forecast

7.3.3.2.1. By Product Type

7.3.3.2.2. By Application

7.3.3.2.3. By Gender

7.3.3.2.4. By Distribution Channel

7.3.4. Italy Hair Removal Wax Market Outlook

7.3.4.1. Market Size & Forecast

7.3.4.1.1. By Value

- 7.3.4.2. Market Share & Forecast
 - 7.3.4.2.1. By Product Type
 - 7.3.4.2.2. By Application
 - 7.3.4.2.3. By Gender
 - 7.3.4.2.4. By Distribution Channel
- 7.3.5. Spain Hair Removal Wax Market Outlook
 - 7.3.5.1. Market Size & Forecast
 - 7.3.5.1.1. By Value
 - 7.3.5.2. Market Share & Forecast
 - 7.3.5.2.1. By Product Type
 - 7.3.5.2.2. By Application
 - 7.3.5.2.3. By Gender
 - 7.3.5.2.4. By Distribution Channel

8. ASIA PACIFIC HAIR REMOVAL WAX MARKET OUTLOOK

- 8.1. Market Size & Forecast
 - 8.1.1. By Value
- 8.2. Market Share & Forecast
 - 8.2.1. By Product Type
 - 8.2.2. By Application
 - 8.2.3. By Gender
 - 8.2.4. By Distribution Channel
 - 8.2.5. By Country
- 8.3. Asia Pacific: Country Analysis
 - 8.3.1. China Hair Removal Wax Market Outlook
 - 8.3.1.1. Market Size & Forecast
 - 8.3.1.1.1. By Value
 - 8.3.1.2. Market Share & Forecast
 - 8.3.1.2.1. By Product Type
 - 8.3.1.2.2. By Application
 - 8.3.1.2.3. By Gender
 - 8.3.1.2.4. By Distribution Channel
 - 8.3.2. India Hair Removal Wax Market Outlook
 - 8.3.2.1. Market Size & Forecast
 - 8.3.2.1.1. By Value
 - 8.3.2.2. Market Share & Forecast
 - 8.3.2.2.1. By Product Type
 - 8.3.2.2.2. By Application

- 8.3.2.2.3. By Gender
- 8.3.2.2.4. By Distribution Channel
- 8.3.3. Japan Hair Removal Wax Market Outlook
 - 8.3.3.1. Market Size & Forecast
 - 8.3.3.1.1. By Value
 - 8.3.3.2. Market Share & Forecast
 - 8.3.3.2.1. By Product Type
 - 8.3.3.2.2. By Application
 - 8.3.3.2.3. By Gender
 - 8.3.3.2.4. By Distribution Channel
- 8.3.4. South Korea Hair Removal Wax Market Outlook
 - 8.3.4.1. Market Size & Forecast
 - 8.3.4.1.1. By Value
 - 8.3.4.2. Market Share & Forecast
 - 8.3.4.2.1. By Product Type
 - 8.3.4.2.2. By Application
 - 8.3.4.2.3. By Gender
 - 8.3.4.2.4. By Distribution Channel
- 8.3.5. Australia Hair Removal Wax Market Outlook
 - 8.3.5.1. Market Size & Forecast
 - 8.3.5.1.1. By Value
 - 8.3.5.2. Market Share & Forecast
 - 8.3.5.2.1. By Product Type
 - 8.3.5.2.2. By Application
 - 8.3.5.2.3. By Gender
 - 8.3.5.2.4. By Distribution Channel

9. MIDDLE EAST & AFRICA HAIR REMOVAL WAX MARKET OUTLOOK

- 9.1. Market Size & Forecast
 - 9.1.1. By Value
- 9.2. Market Share & Forecast
 - 9.2.1. By Product Type
 - 9.2.2. By Application
 - 9.2.3. By Gender
 - 9.2.4. By Distribution Channel
 - 9.2.5. By Country
- 9.3. Middle East & Africa: Country Analysis
 - 9.3.1. Saudi Arabia Hair Removal Wax Market Outlook

- 9.3.1.1. Market Size & Forecast
 - 9.3.1.1.1. By Value
- 9.3.1.2. Market Share & Forecast
 - 9.3.1.2.1. By Product Type
 - 9.3.1.2.2. By Application
 - 9.3.1.2.3. By Gender
 - 9.3.1.2.4. By Distribution Channel
- 9.3.2. UAE Hair Removal Wax Market Outlook
 - 9.3.2.1. Market Size & Forecast
 - 9.3.2.1.1. By Value
 - 9.3.2.2. Market Share & Forecast
 - 9.3.2.2.1. By Product Type
 - 9.3.2.2.2. By Application
 - 9.3.2.2.3. By Gender
 - 9.3.2.2.4. By Distribution Channel
- 9.3.3. South Africa Hair Removal Wax Market Outlook
 - 9.3.3.1. Market Size & Forecast
 - 9.3.3.1.1. By Value
 - 9.3.3.2. Market Share & Forecast
 - 9.3.3.2.1. By Product Type
 - 9.3.3.2.2. By Application
 - 9.3.3.2.3. By Gender
 - 9.3.3.2.4. By Distribution Channel

10. SOUTH AMERICA HAIR REMOVAL WAX MARKET OUTLOOK

- 10.1. Market Size & Forecast
 - 10.1.1. By Value
- 10.2. Market Share & Forecast
 - 10.2.1. By Product Type
 - 10.2.2. By Application
 - 10.2.3. By Gender
 - 10.2.4. By Distribution Channel
 - 10.2.5. By Country
- 10.3. South America: Country Analysis
 - 10.3.1. Brazil Hair Removal Wax Market Outlook
 - 10.3.1.1. Market Size & Forecast
 - 10.3.1.1.1. By Value
 - 10.3.1.2. Market Share & Forecast

- 10.3.1.2.1. By Product Type
- 10.3.1.2.2. By Application
- 10.3.1.2.3. By Gender
- 10.3.1.2.4. By Distribution Channel
- 10.3.2. Colombia Hair Removal Wax Market Outlook
 - 10.3.2.1. Market Size & Forecast
 - 10.3.2.1.1. By Value
 - 10.3.2.2. Market Share & Forecast
 - 10.3.2.2.1. By Product Type
 - 10.3.2.2.2. By Application
 - 10.3.2.2.3. By Gender
 - 10.3.2.2.4. By Distribution Channel
- 10.3.3. Argentina Hair Removal Wax Market Outlook
 - 10.3.3.1. Market Size & Forecast
 - 10.3.3.1.1. By Value
 - 10.3.3.2. Market Share & Forecast
 - 10.3.3.2.1. By Product Type
 - 10.3.3.2.2. By Application
 - 10.3.3.2.3. By Gender
 - 10.3.3.2.4. By Distribution Channel

11. MARKET DYNAMICS

- 11.1. Drivers
- 11.2. Challenges

12. MARKET TRENDS & DEVELOPMENTS

- 12.1. Merger & Acquisition (If Any)
- 12.2. Product Launches (If Any)
- 12.3. Recent Developments

13. GLOBAL HAIR REMOVAL WAX MARKET: SWOT ANALYSIS

14. PORTER'S FIVE FORCES ANALYSIS

- 14.1. Competition in the Industry
- 14.2. Potential of New Entrants
- 14.3. Power of Suppliers

- 14.4. Power of Customers
- 14.5. Threat of Substitute Products

15. COMPETITIVE LANDSCAPE

- 15.1. Church & Dwight
 - 15.1.1. Business Overview
 - 15.1.2. Products & Services
 - 15.1.3. Recent Developments
 - 15.1.4. Key Personnel
 - 15.1.5. SWOT Analysis
- 15.2. Coloris
- 15.3. Darent Wax
- 15.4. FILO BIANCO
- 15.5. GiGi
- 15.6. Harley Waxing
- 15.7. Jax Wax Australia
- 15.8. Karaver
- 15.9. LOreal International
- 15.10. Marzena BodyCare Products

16. STRATEGIC RECOMMENDATIONS

17. ABOUT US & DISCLAIMER

I would like to order

Product name: Hair Removal Wax Market ? Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Product Type (Soft Wax (Heated, Cold and Pre-made Strips) and Hard Wax), By Application (Individual and Commercial (Spa, Beauty Salon)), By Gender (Men and Women), By Distribution Channel (Online and Offline), By Region & Competition, 2021-2031F

Product link: <https://marketpublishers.com/r/H306947DB62FEN.html>

Price: US\$ 4,500.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/H306947DB62FEN.html>