

Asia Pacific Hair Removal Products Market, By Type (Wax Strips, Creams, Epilators, Razors & Blades, Others), By Application (Face, Body, Others), By Sales Channel (Supermarkets/Hypermarkets, Departmental Stores, Online, Others), By Country, Competition, Forecast & Opportunities, 2020-2030F

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Abstracts

Market Overview

Asia Pacific Hair Removal Products Market was valued at USD 4.28 billion in 2024 and is expected to reach USD 5.90 billion by 2030 with a CAGR of 5.54% during the forecast period. The Asia Pacific hair removal products market is witnessing robust growth, fueled by rising consumer awareness of personal grooming and increasing influence of global beauty trends. Growing urbanization, higher disposable incomes, and expanding middle-class populations are boosting demand across countries like China, India, Japan, and South Korea. The market is also benefiting from technological advancements such as at-home laser and IPL devices, alongside growing popularity of natural and skin-friendly formulations. E-commerce platforms further support market expansion by offering convenience and product variety. Overall, evolving lifestyles and beauty consciousness continue to position Asia Pacific as a key growth hub.

Market Drivers

Rising Beauty and Personal Grooming Consciousness

One of the most influential drivers of the Asia Pacific hair removal products market is the growing emphasis on personal grooming and beauty standards. Rapid urbanization,

exposure to global fashion and lifestyle trends, and the influence of social media platforms have significantly shaped consumer perceptions around beauty and body aesthetics. Both men and women are increasingly conscious about their appearance, with smooth, hair-free skin becoming an integral aspect of grooming routines.

In markets like China, Japan, and South Korea, beauty consciousness is deeply rooted in cultural preferences, where clear and flawless skin is perceived as a symbol of health and attractiveness. Younger generations, particularly millennials and Gen Z, are highly driven by beauty ideals showcased by influencers and celebrities, further driving the demand for hair removal products ranging from waxing strips to advanced laser devices. Additionally, men's grooming is gaining remarkable momentum, with male consumers increasingly opting for depilatory creams, trimmers, and laser treatments as grooming becomes less gender specific. This rising acceptance across genders has broadened the consumer base, accelerating market growth.

Key Market Challenges

High Cost of Advanced Hair Removal Solutions

While the Asia Pacific region is witnessing rising demand for technologically advanced hair removal solutions such as Intense Pulsed Light (IPL) and laser devices, their high cost remains a significant barrier to wider adoption. Many of these products fall into the premium category, making them less accessible for a large portion of consumers in price-sensitive markets such as India, Indonesia, and Vietnam.

Even though disposable incomes are increasing, a substantial section of the population continues to prioritize essential spending over luxury grooming devices. In comparison, traditional and lower-cost alternatives like razors, waxing strips, and depilatory creams remain more affordable and widely accessible, limiting the growth of premium devices. Moreover, professional hair removal treatments offered at salons and dermatology clinics are also expensive, further restricting their reach to affluent urban consumers. This cost-related challenge highlights the need for brands to create more cost-effective solutions or flexible payment options to reach middle-income groups, particularly in developing nations.

Key Market Trends

Growing Popularity of Male Grooming

A major trend shaping the Asia Pacific hair removal products market is the rising focus on male grooming. While hair removal was traditionally associated with women, evolving beauty standards and increased self-care awareness are driving more men to adopt grooming practices. Young men, particularly in urban areas of India, China, and South Korea, are increasingly engaging in body hair removal for aesthetic, professional, or sports-related purposes.

The growth of male grooming is widening the consumer base, offering brands opportunities to diversify product lines and marketing strategies to target this emerging segment. According to an Advanced Dermatology survey, American men spend an average of USD 728 annually on personal grooming and beauty maintenance, compared to USD 1,064 spent by women, highlighting the increasing market potential among male consumers.

Key Market Players

American International Inc

Church & Dwight Co Inc

Koninklijke Philips N.V.

Oriflame Holding AG

Reckitt Benckiser Group Plc

Edgewell Personal Care Company

Silkn US Inc.

Wahl Clipper Corporation

SI&D (Aust) Pty Ltd

The Procter & Gamble Company

Report Scope:

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

- Asia Pacific Hair Removal Products Market, By Type:

- Wax Strips

- Creams

- Epilators

- Razors & Blades

- Others

- Asia Pacific Hair Removal Products Market, By Application:

- Face

- Body

- Others

- Asia Pacific Hair Removal Products Market, By Sales Channel:

- Supermarkets/Hypermarkets

- Departmental Stores

- Online

- Others

- Asia Pacific Hair Removal Products Market, By Country:

China

Japan

India

South Korea

Australia

Singapore

Indonesia

Rest of Asia Pacific

Competitive Landscape

Company Profiles: Detailed analysis of the major companies presents in the Asia Pacific Hair Removal Products Market.

Available Customizations:

Asia Pacific Hair Removal Products 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. INTRODUCTION

- 1.1. Market Overview
- 1.2. Key Highlights of the Report
- 1.3. Market Coverage
- 1.4. Market Segments Covered
- 1.5. Research Tenure Considered

2. RESEARCH METHODOLOGY

- 2.1. Methodology Landscape
- 2.2. Objective of the Study
- 2.3. Baseline Methodology
- 2.4. Formulation of the Scope
- 2.5. Assumptions and Limitations
- 2.6. Sources of Research
- 2.7. Approach for the Market Study
- 2.8. Methodology Followed for Calculation of Market Size & Market Shares
- 2.9. Forecasting Methodology

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 Country
- 3.5. Overview of Market Drivers, Challenges, and Trends

4. VOICE OF CUSTOMER

- 4.1. Brand Awareness
- 4.2. Factor Influencing Purchase Decision

5. ASIA PACIFIC HAIR REMOVAL PRODUCTS MARKET OUTLOOK

- 5.1. Market Size & Forecast
 - 5.1.1. By Value

5.2. Market Share & Forecast

5.2.1. By Type (Wax Strips, Creams, Epilators, Razors & Blades, Others)

5.2.2. By Application (Face, Body, Others)

5.2.3. By Sales Channel (Supermarkets/Hypermarkets, Departmental Stores, Online, Others)

5.2.4. By Country

5.2.5. By Company (2024)

5.3. Market Map

6. CHINA HAIR REMOVAL PRODUCTS MARKET OUTLOOK

6.1. Market Size & Forecast

6.1.1. By Value

6.2. Market Share & Forecast

6.2.1. By Type

6.2.2. By Application

6.2.3. By Sales Channel

7. JAPAN HAIR REMOVAL PRODUCTS MARKET OUTLOOK

7.1. Market Size & Forecast

7.1.1. By Value

7.2. Market Share & Forecast

7.2.1. By Type

7.2.2. By Application

7.2.3. By Sales Channel

8. INDIA HAIR REMOVAL PRODUCTS MARKET OUTLOOK

8.1. Market Size & Forecast

8.1.1. By Value

8.2. Market Share & Forecast

8.2.1. By Type

8.2.2. By Application

8.2.3. By Sales Channel

9. SOUTH KOREA HAIR REMOVAL PRODUCTS MARKET OUTLOOK

9.1. Market Size & Forecast

- 9.1.1. By Value
- 9.2. Market Share & Forecast
 - 9.2.1. By Type
 - 9.2.2. By Application
 - 9.2.3. By Sales Channel

10. AUSTRALIA HAIR REMOVAL PRODUCTS MARKET OUTLOOK

- 10.1. Market Size & Forecast
 - 10.1.1. By Value
- 10.2. Market Share & Forecast
 - 10.2.1. By Type
 - 10.2.2. By Application
 - 10.2.3. By Sales Channel

11. SINGAPORE HAIR REMOVAL PRODUCTS MARKET OUTLOOK

- 11.1. Market Size & Forecast
 - 11.1.1. By Value
- 11.2. Market Share & Forecast
 - 11.2.1. By Type
 - 11.2.2. By Application
 - 11.2.3. By Sales Channel

12. INDONESIA HAIR REMOVAL PRODUCTS MARKET OUTLOOK

- 12.1. Market Size & Forecast
 - 12.1.1. By Value
- 12.2. Market Share & Forecast
 - 12.2.1. By Type
 - 12.2.2. By Application
 - 12.2.3. By Sales Channel

13. MARKET DYNAMICS

- 13.1. Drivers
- 13.2. Challenges

14. MARKET TRENDS & DEVELOPMENTS

- 14.1. Merger & Acquisition (If Any)
- 14.2. Product Launches (If Any)
- 14.3. Recent Developments

15. PORTERS FIVE FORCES ANALYSIS

- 15.1. Competition in the Industry
- 15.2. Potential of New Entrants
- 15.3. Power of Suppliers
- 15.4. Power of Customers
- 15.5. Threat of Substitute Products

16. COMPETITIVE LANDSCAPE

- 16.1. Company Profiles
 - 16.1.1. American International Inc
 - 16.1.1.1. Business Overview
 - 16.1.1.2. Company Snapshot
 - 16.1.1.3. Products & Services
 - 16.1.1.4. Financials (As Per Availability)
 - 16.1.1.5. Key Market Focus & Geographical Presence
 - 16.1.1.6. Recent Developments
 - 16.1.1.7. Key Management Personnel
 - 16.1.2. Church & Dwight Co Inc
 - 16.1.3. Koninklijke Philips N.V.
 - 16.1.4. Oriflame Holding AG
 - 16.1.5. Reckitt Benckiser Group Plc
 - 16.1.6. Edgewell Personal Care Company
 - 16.1.7. Silkn US Inc.
 - 16.1.8. Wahl Clipper Corporation
 - 16.1.9. SI&D (Aust) Pty Ltd
 - 16.1.10. The Procter & Gamble Company

17. STRATEGIC RECOMMENDATIONS

18. ABOUT US & DISCLAIMER

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