

Hair Removal Products Market – Global Industry Size, Share, Trends, Opportunity and Forecast, By Type (Wax Strips, Creams, Epilators, Razors & Blades, Others), By Application (Face, Body, Others), By Sales Channel (Supermarkets/Hypermarkets, Departmental Stores, Online, Others), By Region & Competition, 2020-2030F

<https://marketpublishers.com/r/HCEB745021BEEN.html>

Date: September 2025

Pages: 185

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

ID: HCEB745021BEEN

Abstracts

Global Hair Removal Products Market was valued at USD 28.48 billion in 2024 and is expected to grow to USD 39.01 billion by 2030 with a CAGR of 5.42% during the forecast period. The global hair removal products market is witnessing significant growth driven by increasing consumer focus on personal grooming and aesthetics. Rising awareness of hair removal methods, coupled with the desire for smooth and hair-free skin, has fueled demand for both professional and at-home solutions. Innovations in product formulations and technologies, such as painless waxing kits, advanced depilatory creams, and electronic epilators, are enhancing user convenience and effectiveness. Similarly, a survey by the Professional Beauty Association revealed that nearly 65% of consumers opted for home-based beauty treatments during salon closures, reinforcing the shift in habits. Additionally, social media influence and beauty trends are motivating consumers to adopt regular hair removal routines. The market caters to diverse demographics, including men and women, across various regions, reflecting a growing preference for grooming and self-care

Key Market Drivers

Rising Awareness of Personal Grooming and Aesthetics

One of the primary drivers of the global hair removal products market is the increasing awareness and emphasis on personal grooming and aesthetics. Consumers are becoming more conscious of their appearance, influenced by social media, beauty influencers, and the growing emphasis on professional and social presentation. Smooth, hair-free skin is widely associated with beauty, hygiene, and confidence, particularly among women, though men are increasingly embracing hair removal solutions as part of their grooming routines. This cultural shift has expanded the adoption of various hair removal methods, including waxing, shaving, depilatory creams, and advanced electronic devices. Marketing campaigns highlighting convenience, effectiveness, and skin benefits further reinforce the trend. Beauty salons and spas also play a key role in educating consumers about professional hair removal techniques, thereby creating demand for at-home solutions that replicate salon-quality results. As lifestyle standards rise and grooming habits become ingrained, the market for hair removal products continues to experience sustained growth.

Key Market Challenges

Skin Sensitivity and Adverse Reactions

One of the primary challenges in the hair removal products market is the risk of skin sensitivity and adverse reactions. Many hair removal methods, including waxing, depilatory creams, and laser treatments, can cause irritation, redness, rashes, or even allergic reactions, particularly for individuals with sensitive or delicate skin. Chemical-based depilatories often contain strong ingredients such as thioglycolates, which can lead to burns or discomfort if not used properly. Even advanced technologies like IPL devices or electronic epilators can cause temporary pain, redness, or minor injuries if users do not follow instructions carefully. These potential side effects can discourage first-time users from adopting certain hair removal solutions and can impact repeat purchases. Companies must invest in rigorous product testing, dermatologically approved formulations, and clear usage guidelines to minimize these risks. Educating consumers on appropriate usage, selecting the right product for their skin type, and emphasizing safety features are critical steps to address these concerns.

Key Market Trends

Technological Advancements and Smart Devices

Technological innovation continues to shape the market, with a shift toward more sophisticated and user-friendly devices. Advanced electronic epilators, IPL (Intense

Pulsed Light) systems, and laser-based hair removal devices offer long-lasting results and enhanced convenience. Many products now incorporate smart features such as skin sensors, adjustable intensity levels, and ergonomic designs to minimize discomfort and maximize safety. These innovations appeal to tech-savvy consumers seeking professional-quality results without leaving their homes. Additionally, companies are leveraging AI and digital interfaces in high-end devices to provide personalized hair removal experiences, tracking usage patterns and skin response. Continuous advancements in materials, battery life, and device efficiency are also fueling consumer interest, making technological innovation a key trend driving market growth.

Key Market Players

Church & Dwight Co., Inc.

Reckitt Benckiser Group plc

Oriflame Holding AG

Koninklijke Philips N.V.

Edgewell Personal Care Company

Procter & Gamble Company

Wahl Clipper Corporation

Sally Hansen

Si & D (Aust) (Pty) Ltd

Revitol

Report Scope:

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

Hair Removal Products Market, By Type:

Wax Strips

Creams

Epilators

Razors & Blades

Others

Hair Removal Products Market, By Application:

Face

Body

Others

Hair Removal Products Market, By Sales Channel:

Supermarkets/Hypermarkets

Departmental Stores

Online

Others

Hair Removal Products Market, By Region:

North America

United States

Canada

Mexico

Europe

France

United Kingdom

Italy

Germany

Spain

Asia-Pacific

China

Japan

India

South Korea

Indonesia

South America

Argentina

Colombia

Brazil

Middle East & Africa

South Africa

Saudi Arabia

UAE

Turkey

Competitive Landscape

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

Available Customizations:

Global 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. Product 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 Regions
- 3.5. Overview of Market Drivers, Challenges, and Trends

4. VOICE OF CUSTOMER

- 4.1. Brand Awareness
- 4.2. Factors Influence Purchase Decision

5. GLOBAL 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 Region

5.2.5. By Company (2024)

5.3. Market Map

6. NORTH AMERICA 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

6.2.4. By Country

6.3. North America: Country Analysis

6.3.1. United States Hair Removal Products 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 Type

6.3.1.2.2. By Application

6.3.1.2.3. By Sales Channel

6.3.2. Canada Hair Removal Products 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 Type

6.3.2.2.2. By Application

6.3.2.2.3. By Sales Channel

6.3.3. Mexico Hair Removal Products 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 Type

6.3.3.2.2. By Application

6.3.3.2.3. By Sales Channel

7. EUROPE 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

7.2.4. By Country

7.3. Europe: Country Analysis

7.3.1. France Hair Removal Products 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 Type

7.3.1.2.2. By Application

7.3.1.2.3. By Sales Channel

7.3.2. Germany Hair Removal Products 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 Type

7.3.2.2.2. By Application

7.3.2.2.3. By Sales Channel

7.3.3. Spain Hair Removal Products 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 Type

7.3.3.2.2. By Application

7.3.3.2.3. By Sales Channel

7.3.4. Italy Hair Removal Products 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 Type

7.3.4.2.2. By Application

- 7.3.4.2.3. By Sales Channel
- 7.3.5. United Kingdom Hair Removal Products 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 Type
 - 7.3.5.2.2. By Application
 - 7.3.5.2.3. By Sales Channel

8. ASIA-PACIFIC 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
 - 8.2.4. By Country
- 8.3. Asia-Pacific: Country Analysis
 - 8.3.1. China Hair Removal Products 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 Type
 - 8.3.1.2.2. By Application
 - 8.3.1.2.3. By Sales Channel
 - 8.3.2. Japan Hair Removal Products 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 Type
 - 8.3.2.2.2. By Application
 - 8.3.2.2.3. By Sales Channel
 - 8.3.3. India Hair Removal Products 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 Type
 - 8.3.3.2.2. By Application

- 8.3.3.2.3. By Sales Channel
- 8.3.4. South Korea Hair Removal Products 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 Type
 - 8.3.4.2.2. By Application
 - 8.3.4.2.3. By Sales Channel
- 8.3.5. Indonesia Hair Removal Products 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 Type
 - 8.3.5.2.2. By Application
 - 8.3.5.2.3. By Sales Channel

9. MIDDLE EAST & AFRICA 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
 - 9.2.4. By Country
- 9.3. MEA: Country Analysis
 - 9.3.1. South Africa Hair Removal Products 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 Type
 - 9.3.1.2.2. By Application
 - 9.3.1.2.3. By Sales Channel
 - 9.3.2. Saudi Arabia Hair Removal Products 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 Type
 - 9.3.2.2.2. By Application

- 9.3.2.2.3. By Sales Channel
- 9.3.3. UAE Hair Removal Products 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 Type
 - 9.3.3.2.2. By Application
 - 9.3.3.2.3. By Sales Channel
- 9.3.4. Turkey Hair Removal Products Market Outlook
 - 9.3.4.1. Market Size & Forecast
 - 9.3.4.1.1. By Value
 - 9.3.4.2. Market Share & Forecast
 - 9.3.4.2.1. By Type
 - 9.3.4.2.2. By Application
 - 9.3.4.2.3. By Sales Channel

10. SOUTH AMERICA 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
 - 10.2.4. By Country
- 10.3. South America: Country Analysis
 - 10.3.1. Brazil Hair Removal Products 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 Type
 - 10.3.1.2.2. By Application
 - 10.3.1.2.3. By Sales Channel
 - 10.3.2. Argentina Hair Removal Products 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 Type
 - 10.3.2.2.2. By Application

- 10.3.2.2.3. By Sales Channel
- 10.3.3. Colombia Hair Removal Products 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 Type
 - 10.3.3.2.2. By Application
 - 10.3.3.2.3. By Sales 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. DISRUPTIONS: CONFLICTS, PANDEMICS AND TRADE BARRIERS

14. PORTERS 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. Company Profiles
 - 15.1.1. Church & Dwight Co., Inc.
 - 15.1.1.1. Business Overview
 - 15.1.1.2. Company Snapshot
 - 15.1.1.3. Products & Services
 - 15.1.1.4. Financials (As Per Availability)
 - 15.1.1.5. Key Market Focus & Geographical Presence

- 15.1.1.6. Recent Developments
- 15.1.1.7. Key Management Personnel
- 15.1.2. Reckitt Benckiser Group plc
- 15.1.3. Oriflame Holding AG
- 15.1.4. Koninklijke Philips N.V.
- 15.1.5. Edgewell Personal Care Company
- 15.1.6. Procter & Gamble Company
- 15.1.7. Wahl Clipper Corporation
- 15.1.8. Sally Hansen
- 15.1.9. Si & D (Aust) (Pty) Ltd
- 15.1.10. Revitol

16. STRATEGIC RECOMMENDATIONS

17. ABOUT US & DISCLAIMER

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