

# **Asia Pacific Hair Removal Products Market Forecast to 2028 - Regional Analysis By Product type (Creams, Wax Strips, Razors & Blades, Epilators, and Others), End User (Men and Women), and Distribution Channel (Supermarket & Hypermarkets, Convenience Store, Online Retailers, and Others)**

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## **Abstracts**

The Asia Pacific Hair Removal Products Market is expected to grow from US\$ 3,784.28 million in 2022 to US\$ 5,145.65 million by 2028. It is estimated to grow at a CAGR of 5.3% from 2022 to 2028.

### **Rise in Demand for Men's Hair Removal Product Fuel Asia Pacific Hair Removal Products Market**

The rise in promotional campaigns regarding personal hair removal products has shifted the customer perspective from salon styling to at-home personal care. Moreover, the frequency of facial shaving and undesired body hair removal among men is higher than among women. Men generally use razors and blades for facial hair removal or trimming and prefer hair removal creams or sprays for removing undesired body hair. The shift in men's attitude toward personal or self-care regimes has encouraged manufacturers to develop products specific to men's skin types and requirements. For instance, in 2019, Reckitt Benckiser Group plc launched the Veet hair removal cream range for men, featuring Veet Men Normal and Veet Men Sensitive. Moreover, various companies offer razor or hair removal kit subscriptions to customers, wherein, the company delivers hair removal kits to their doorstep on a regular interval specified by the customer. For instance, companies such as Harry's, Dollar Shave Club, and The Procter & Gamble Company offer hair removal subscription boxes. Rise in demand for men's personal

grooming products such as hair clippers, electric shavers, razors, blades, and hair removal creams is driving the hair removal products market.

Customers prefer convenient, hassle-free, and time-saving hair removal products, owing to busy lifestyles and shift in consumer behavior. The hair removal products manufacturers also provide offers, free gifts, launch trials, and other discounts on products to widen their customer base, which, in turn, encourages customers to spend more on hair removal products. Thus, these key factors are responsible for driving the hair removal products market.

### Asia Pacific Hair Removal Products Market Overview

The Asia Pacific hair removal products market is broadly segmented into Australia, China, India, Japan, South Korea, and the Rest of Asia Pacific.

The China hair removal products market was dominated by Asia-Pacific which accounted for 35.8% in 2022 and will continue to dominate the market by 2028 accounting for 36.7% of revenue share. India, is the second major contributor to the Asia Pacific hair removal products market, followed by Japan, the Rest of Asia Pacific, South Korea, and Australia.

The influence of social media, population growth, and the rise in awareness of trending fashion and style statements are expected to boost the hair removal products market in Asia Pacific during the forecast period. Therefore, major market players in the region focus on developing innovative and affordable hair removal products to meet customer requirements. Moreover, the adoption of various growth strategies such as partnerships, research and development, marketing campaigns, and acquisitions is expected to fuel the regional market growth over the coming years. The growth in population and high emphasis on health in the region are reforming customers' health priorities. In 2022, Panasonic launched a six-blade shaver, featuring Japanese blade technology, as a grooming solution for men's thick facial hair. The growing personal grooming sector and rising product launches are expected to create favorable business opportunities for the hair removal products market in Asia Pacific during the forecast period.

### Asia Pacific Hair Removal Products Market Revenue and Forecast to 2028 (US\$ Million)

### Asia Pacific Hair Removal Products Market Segmentation

The Asia Pacific hair removal products market is segmented into product type, end user, distribution channel, and country.

Based on product type, the Asia Pacific hair removal products market is segmented into creams, wax strips, razors and blades, epilators, and others. The razors and blades segment held a larger share of the Asia Pacific Hair Removal Products Market in 2022.

Based on end user, the Asia Pacific hair removal products market is segmented into men and women. The women segment held the largest share of the Asia Pacific Hair Removal Products Market in 2022.

Based on distribution channel, the Asia Pacific hair removal products market is segmented into supermarket and hypermarket, convenience store, online retail, and others. The convenience store segment held the largest share of the Asia Pacific Hair Removal Products Market in 2022.

Based on country, the Asia Pacific hair removal products market is segmented into Australia, China, Japan, South Korea, and the Rest of Asia Pacific. China dominated the share of the Asia Pacific hair removal products market in 2022.

American International Inc, Church Dwight Co Inc, Koninklijke Philips NV, Oriflame Holding AG, Reckitt Benckiser Group Plc, SI&D (Aust) Pty Ltd, and The Procter & Gamble Co are some of the leading companies operating in the Asia Pacific hair removal products market.

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