

Europe 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 Europe Hair Removal Products Market is expected to grow from US\$ 2,224.38 million in 2022 to US\$ 2,946.08 million by 2028. It is estimated to grow at a CAGR of 4.8% from 2022 to 2028.

Rise in Demand for Men's Hair Removal Products Fuel Europe 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. 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.

Europe Hair Removal Products Market Overview

The Europe hair removal products market is broadly segmented into Germany, France, Italy, the UK, Russia, the Rest of Europe. The preference of men in Europe for clean shaves, well-trimmed beards, and personal grooming is expected to create lucrative opportunities for major market players in the region over the coming years. Moreover, a changing customer buying behavior and rising demand for luxury shaving products are expected to boost the hair removal products market growth in Europe during the forecast period. Europe has several well-established hair removal product companies, including Edwin Jagger, Wilde & Harte, Bolin Webb, the Procter & Gamble Company, and Reckitt Benckiser Group plc. The manufacturers launch hair removal products in Europe, supported by effective marketing campaigns, to increase product awareness and widen customer base. In 2019, the Procter & Gamble Company's brand Gillette launched heated razors in the UK under the premium 'Gillette labs' range in the luxury retail and grooming category. Moreover, in 2021, BIC launched hybrid razors—Hybrid 5 Flex for men and Click 3 Soleil for women—in the European market. Innovative product launches across Europe are expected to drive the growth of the hair removal products market during the forecast period.

Europe Hair Removal Products Market Revenue and Forecast to 2028 (US\$ Million)

Europe Hair Removal Products Market Segmentation

The Europe hair removal products market is segmented into type, application, personal care, and country.

Based on product type, the Europe 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 Europe hair removal products market in 2022.

Based on end user, the Europe hair removal products market is segmented into men and women. The women segment held the largest share of the Europe hair removal products market in 2022.

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

Based on country, the Europe hair removal products market is segmented into Germany, France, Italy, the UK, Russia, and the Rest of Europe. The Rest of Europe dominated the share of the Europe hair removal products market in 2022.

America International Inc, Church & Dwight Co Inc, Koninklijke Philips NV, Oriflame Holding AG, Reckitt Benckiser Group Pls, and The Procter & Gamble Co are some of the leading companies operating in the Europe hair removal products market.

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