

# **Middle East & Africa 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 Retails, and Others)**

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## **Abstracts**

The Middle East & Africa hair removal products market is expected to grow from US\$ 1,054.63 million in 2022 to US\$ 1,324.13 million by 2030. It is estimated to grow at a CAGR of 3.9% from 2022 to 2028.

### **Development of Smart Hair Removal Devices Fuel Middle East & Africa Hair Removal Products Market**

The demand for high quality, premium, electric devices and less preference for disposable products has increased among customers. Moreover, razors and blades cause itchiness, bumps, razor burns, or cuts. Therefore, hair removal device manufacturers focus on research and development of technologically advanced products. The manufacturers are also focused on innovating better hair removal razors and patenting their developed technologies. For instance, Procter & Gamble Company's brand Gillette introduced razors in 1970. Since then, each innovation has been more advanced than its predecessor. In 2019, Gillette launched heated razor, featuring warm bar, flexdisc technology, advanced five blade technology, intelligent heat sensors and adjustable temperature levels. Moreover, in 2021, Koninklijke Philips NV launched Philips Norelco Shaver Series 9000, featuring motion control sensors, power adapt sensor, pressure guard sensor, and integration with the Philips GroomTribe app. The product indicates the right amount of pressure to be applied to ensure a safe shave.

Furthermore, in 2021, Procter & Gamble Company's brand Braun launched the Series 9 Pro electric shaver, featuring ProLift Trimmer that gently lifts and cuts hair in every stroke and improves the shaver's ability to glide over the skin with a low level of friction. Thus, the development of smart hair removal devices is expected to create lucrative opportunities for the Middle East & Africa hair removal products market.

## Middle East & Africa Hair Removal Products Market Overview

The Middle East & Africa hair removal products market is broadly segmented into South Africa, Saudi Arabia, the UAE, and the Rest of Middle East & Africa.

Increasing disposable income of customers, rising number of working women, growing influence of advertisements and social media on personal grooming and beard styling amongst men, and developing retail sector would create lucrative opportunities for hair removal product manufacturers in the Middle East & Africa over the coming years. The growing popularity of grooming products and rising spending power of population contribute to the development of innovative hair removal products. The rising focus of hair removal product manufacturers on offering discounts and running mass campaigns to generate revenues is expected to boost the Middle East & Africa hair removal products market growth during the forecast period.

## Middle East & Africa Hair Removal Products Market Revenue and Forecast to 2028 (US\$ Million)

### Middle East & Africa Hair Removal Products Market Segmentation

The Middle East & Africa hair removal products market is segmented into product type, end user, distribution channel, and country.

Based on product type, the Middle East & Africa 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 Middle East & Africa hair removal products market in 2022.

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

Based on distribution channel, the Middle East & Africa 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 Middle East & Africa hair removal products market in 2022.

Based on country, the Middle East & Africa hair removal products market is segmented into South Africa, Saudi Arabia, the UAE, and the Rest of Middle East & Africa. Saudi Arabia dominated the share of the Middle East & Africa hair removal products market in 2022.

American International Inc; Koninklijke Philips NV; Oriflame Holding AG; Reckitt Benckiser Group Plc; and The Procter & Gamble Co, are some of the leading companies operating in the Middle East & Africa hair removal products market.

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