

North America 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 North America Hair Removal Products Market is expected to grow from US\$ 1,855.60 million in 2022 to US\$ 2,497.27 million by 2030. It is estimated to grow at a CAGR of 5.1% from 2022 to 2028.

Adoption of Permanent Hair Removal Methods Fuel North America Hair Removal Products Market

The increased concern about the high hair growth cycle among individuals and repetitive hair removal procedures from face and body have encouraged manufacturers to focus on permanent hair removal methods. Therefore, hair removal solutions have evolved over the past few years from temporary methods such as threading, waxing, shaving, and trimming to permanent hair removal solutions. Laser hair removal treatment is one such permanent solution used for hair removal. This method involves the utilization of a highly concentrated light pulse to target melanin in hair follicles, thus, eliminating hair in specific areas. For instance, in 2022, Sensus Healthcare Inc launched the Silk Laser hair removal system. The product is a lightweight handpiece that features a portable diode laser.

Laser hair removal treatment has several advantages, such as a painless procedure and permanent results; however, it is time-consuming and requires frequent treatments

(total of 8-12 visits) for better results. It is a non-invasive and non-surgical cosmetic treatment gaining popularity, as this method is suitable for all skin types and complexions. However, the laser hair removal treatment cost is high, which can potentially hinder laser hair removal market. Nevertheless, increasing adoption of permanent hair removal methods such as laser hair removal procedures can restrain the hair removal products market.

North America Hair Removal Products Market Overview

The North America hair removal products market is broadly segmented into Canada, Mexico, and the US. The rising per capita income and increasing spending on personal grooming products boost the hair removal products market in North America. Therefore, major market players in the region focus on innovation and new product development, such as hair removal creams and sprays, to meet the changing needs of regional customers. In 2021, the Procter & Gamble Company's Gillette brand launched a shaving and skincare line, Planet KIND, in the US. The product portfolio includes razor and blades, moisturizer, face wash, and shave cream, of which the razor handle is made from 60% recycled plastic. Moreover, many hair removal product companies provide subscription plans wherein they regularly deliver products to the doorstep of a customer. Thus, the growing personal care industry and increasing awareness regarding personal grooming are driving the hair removal products market in North America.

Personal care product manufacturers in the US are developing affordable and organic hair removal products to meet specific customer requirements.

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

North America Hair Removal Products Market Segmentation

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

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

Based on end user, the North America hair removal products market is segmented into

men and women. The women segment held the largest share of the North America hair removal products market in 2022.

Based on distribution channel, the North America 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 North America hair removal products market in 2022.

Based on country, the North America hair removal products market is segmented into the US, Canada, and Mexico. The US dominated the share of the North America hair removal products market in 2022.

American International Inc; Church Dwight Co Inc; GiGiSpa International Inc; Koninklijke Philips NV; Oriflame Holding AG; Reckitt Benckiser Group Plc; Revitol Corp; Sally Hansen Inc; and The Procter & Gamble Co, are some of the leading companies operating in the North America hair removal products market.

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