

South & Central 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 South & Central America hair removal products market is expected to grow from US\$ 677.50 million in 2022 to US\$ 873.07 million by 2028. It is estimated to grow at a CAGR of 4.3% from 2022 to 2028.

Rise in Demand for Men's Hair Removal Products Fuel South & Central America 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.

South & Central America Hair Removal Products Market Overview

The South & Central America hair removal products market is broadly segmented into Argentina, Brazil, and the Rest of South & Central America. The shift in the grooming attitude of men and women in South & Central America to improve appearance has developed business prospects for hair removal product manufacturers. According to the data published by the World Bank Group, the rise in population in Brazil, with an estimated 214.32 million people as of 2021, is expected to boost the demand for hair removal products. Moreover, major market players in the region are focused on developing eco-friendly products and improving marketing campaigns to increase their customer base. The rising disposable income of population, changing demographics, increasing spending power of Brazilian customers, and surging awareness regarding personal hygiene are anticipated to drive the South & Central America hair removal products market during the forecast period.

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

South & Central America Hair Removal Products Market Segmentation

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

Based on product type, the South & Central 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 South & Central America hair removal products Market in 2022.

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

Based on distribution channel, the South & Central America 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 South & Central America hair removal products market in 2022.

Based on country, the South & Central America hair removal products market is segmented into Argentina, Brazil, and the Rest of South & Central America. Brazil

dominated the share of the South & Central America 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 South & Central America hair removal products market.

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