

Depilatories in Kazakhstan

Market Direction | 2022-06-17 | 20 pages | Euromonitor

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Report description:

After seeing its value share growth notably decelerate in the first year of the pandemic, depilatories saw a rebound to robust single-digit value growth in 2021. This is because consumers started spending more time outside of the home again and placed greater importance on their personal appearance and hair-free skin. As well as the resumption of socialising, office-working, and outdoor activities, the return to swimming pools and gyms reinforced this trend. This resulted in stronger current valu...

Euromonitor International's Depilatories in Kazakhstan report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2017-2021, allowing you to identify the sectors driving growth. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Hair Removers/Bleaches, Women's Pre-Shave, Women's Razors and Blades.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Depilatories market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

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Growth accelerated as consumers resumed more active lifestyles

Widening accessibility of electric epilators and laser treatments slows the growth of manual depilatories

Procter & Gamble dominates sales thanks to the strength of its Gillette brand

PROSPECTS AND OPPORTUNITIES

Price sensitivity will remain the main deterrent to stronger growth in depilatories

Consumers will look for bigger pack sizes and multifunctional solutions

Competition between brands will intensify as other more permanent hair removal options limit audience for depilatories

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