

## **Depilatories in Brazil**

Market Direction | 2022-07-28 | 26 pages | Euromonitor

### **AVAILABLE LICENSES:**

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

### **Report description:**

The term "Brazilian wax" is familiar and popular around the world. The common local practice can be carried out at home or by professionals in the high number of salons located across Brazil. Many of the standard salons not only offer hair services, but also nail treatments and depilation. The popularity of depilatories in Brazil relates to the great coastline in the country allied to its tropical weather, which makes body image extremely important for much of the population. The cultural habit...

Euromonitor International's Depilatories in Brazil 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

### **Table of Contents:**

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

List Of Contents And Tables

DEPILATORIES IN BRAZIL

KEY DATA FINDINGS

2021 DEVELOPMENTS

Despite local preference for depilation, category continues to struggle

Fierce competitive environment sees beauty salon expand through franchising

Thousands of closed salons hamper access to more sophisticated options

PROSPECTS AND OPPORTUNITIES

Increasing qualification of professionals expected to retain consumers

Launch of new technology set to offer further competition to depilatories

Polarised consumption expected to make hi-low offers the most relevant

CATEGORY DATA

Table 1 Sales of Depilatories by Category: Value 2016-2021

Table 2 Sales of Depilatories by Category: % Value Growth 2016-2021

Table 3 Sales of Women's Razors and Blades by Type: % Value Breakdown 2017-2021

Table 4 NBO Company Shares of Depilatories: % Value 2017-2021

Table 5 LBN Brand Shares of Depilatories: % Value 2018-2021

Table 6 Forecast Sales of Depilatories by Category: Value 2021-2026

Table 7 Forecast Sales of Depilatories by Category: % Value Growth 2021-2026

CHART 1 Beauty and Personal Care Value Sales Growth Scenarios: 2019-2026

CHART 2 Beauty and Personal Care Impact of Soft Drivers on Value Sales: 2019-2026

BEAUTY AND PERSONAL CARE IN BRAZIL

EXECUTIVE SUMMARY

Beauty and personal care in 2021: The big picture

2021 key trends

Competitive landscape

Retailing developments

What next for beauty and personal care?

MARKET DATA

Table 8 Sales of Beauty and Personal Care by Category: Value 2016-2021

Table 9 Sales of Beauty and Personal Care by Category: % Value Growth 2016-2021

Table 10 GBO Company Shares of Beauty and Personal Care: % Value 2017-2021

Table 11 NBO Company Shares of Beauty and Personal Care: % Value 2017-2021

Table 12 LBN Brand Shares of Beauty and Personal Care: % Value 2018-2021

Table 13 Penetration of Private Label in Beauty and Personal Care by Category: % Value 2016-2021

Table 14 Distribution of Beauty and Personal Care by Format: % Value 2016-2021

Table 15 Distribution of Beauty and Personal Care by Format and Category: % Value 2021

Table 16 Forecast Sales of Beauty and Personal Care by Category: Value 2021-2026

Table 17 □Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2021-2026

DISCLAIMER

SOURCES

Summary 1 Research Sources

## Depilatories in Brazil

Market Direction | 2022-07-28 | 26 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

### ORDER FORM:

Select license	License	Price
	Single User Licence	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

\*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	2025-06-25
		Signature	<input type="text"/>

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com