

Depilatories in Germany

Market Direction | 2022-09-30 | 22 pages | Euromonitor

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Report description:

After experiencing a decline in 2020, retail value sales of depilatories continued to fall during 2021, still suffering from fewer trips outside the home. The reduced need to head outside the home for work, exercise or social activities led to a decline in demand for depilatories, since there was considered to be less need to groom and shave on such a frequent basis as before. Although there were certain months during the year before the outbreak of the Delta wave when consumers started to spend...

Euromonitor International's Depilatories in Germany 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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DEPILATORIES IN GERMANY

KEY DATA FINDINGS

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Sales of depilatories continue to decline in 2021

Growing range of epilation devices puts pressure on depilatories

Stable competitive landscape, with minimal movements in the ranking

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