

Depilatories in Austria

Market Direction | 2022-11-29 | 22 pages | Euromonitor

AVAILABLE LICENSES:

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

Report description:

In 2021, the COVID-19 pandemic continued to exert a negative effect on sales of depilatories. Since the onset of the pandemic, depilatories witnessed a significant decline in retail volume terms with the government's COVID-19 measures bringing a halt to sport and social activities and forcing many women to work from home, while consumers' travel plans were also largely put on hold. This home seclusion removed the incentive for women to carry out their hair removal routines as frequently, which n...

Euromonitor International's Depilatories in Austria 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

www.scotts-international.com

List Of Contents And Tables

DEPILATORIES IN AUSTRIA

KEY DATA FINDINGS

2021 DEVELOPMENTS

COVID-19 continues to exert a negative effect on depilatories in 2021

Hair removers/bleaches is the best performing category in 2021, largely due to the growing popularity of waxing

Multinationals retain their dominance with product availability being key

PROSPECTS AND OPPORTUNITIES

Modest growth projected as depilatories reaches maturity

Natural/free-from ranges of depilatories gain interest among health-conscious consumers

Sustainability set to remain a focus area

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 AUSTRIA

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 Austria

Market Direction | 2022-11-29 | 22 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	<input type="text" value="2025-05-05"/>
		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