

Depilatories in China

Market Direction | 2023-04-24 | 18 pages | Euromonitor

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Report description:

In 2022, depilatories experienced a minor downturn in China in current value terms, due to the impact of the pandemic-induced lockdowns on consumer behaviour. The COVID-19 outbreak caused a shift in priorities for many consumers, leading to reduced demand for hair removal products. With more time spent at home and less need to interact with others, the motivation to remove body hair decreased. Furthermore, the disruptions in the supply chain and delivery system made it challenging for consumers...

Euromonitor International's Depilatories in China report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022, allowing you to identify the sectors driving growth. Forecasts to 2027 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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