

Depilatories in Malaysia

Market Direction | 2023-04-25 | 21 pages | Euromonitor

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Report description:

With Malaysia reopening from lockdown in 2022 some consumers began returning to beauty salons for hair removal services. As such, some people moved away from DIY hair removal kits which were used a lot during the lockdown period. Categories like hair removers/bleaches and women's razors and blades thus saw a slight slowdown in growth in 2022. However, on the other hand, the reopening of the economy and consumers pursuing more active lives outside the home also had a positive impact on demand. Wi...

Euromonitor International's Depilatories in Malaysia 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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Reopening of the economy has a mixed impact on demand for depilatories

New product development focuses on delivering smoother skin and targeting sensitive skin

Players focus on product positioning to retain consumer interest

PROSPECTS AND OPPORTUNITIES

Emerging shaving trend for women anticipated to lead to the expansion of women's pre-shave

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