

Depilatories in Spain

Market Direction | 2023-05-04 | 21 pages | Euromonitor

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Report description:

Retail value sales of depilatories saw an improved performance in current value terms in 2022, compared with 2021. While this was partially due to inflationary pressures, which increased unit prices, demand was boosted by the easing of pandemic-related restrictions, which saw local consumers spend more time outside the home, including socialising more frequently and taking beach holidays. Moreover, with the country having experienced one of the longest and hottest summers on record, this transla...

Euromonitor International's Depilatories in Spain 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.

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.

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DEPILATORIES IN SPAIN

KEY DATA FINDINGS

2022 DEVELOPMENTS

Easing of pandemic-relating restrictions, combined with hot summer weather offer a favourable environment for depilatories
Competition from other depilation methods, combined with a lack of product innovation have a negative impact on sales
Procter & Gamble holds onto its lead, amid gains from Reckitt Benckiser and private label

PROSPECTS AND OPPORTUNITIES

Uncertain economic environment could represent a double-edged blade for depilatories

Climate change offers scope for growth in mature women's depilatories, while products targeted at men could expand the consumer base

Shift towards natural ingredients will gather pace

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