

Depilatories in Israel

Market Direction | 2023-05-02 | 17 pages | Euromonitor

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Report description:

In January 2022, Diplomat, a distributor of women's razors and blades brand Gillette (Procter & Gamble Israel MOD Ltd), announced that it would be raising the prices of its products by 4-16% in March. This move was unusual since Diplomat typically collaborates with retailers to negotiate pricing increases and deals together. However, this time Diplomat sent a list of price increases without discussing it with the retailers. Due to consumer and government pressure, the price increase was postpone...

Euromonitor International's Depilatories in Israel 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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While Diplomat raises prices for Gillette in 2022, major supermarkets reject these price increases

Permanent hair loss solutions increasing in popularity during 2022, impacting depilatories negatively

Procter & Gamble Israel continues to lead the competition in 2022 with few viable alternatives available

PROSPECTS AND OPPORTUNITIES

Unit prices of depilatories set to increase in the short term

Discounter sales set to rise as consumers seek lower prices during the forecast period

Demand for depilatories likely to decline over the forecast period as consumers seek more permanent solutions

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