

Depilatories in Austria

Market Direction | 2023-06-05 | 21 pages | Euromonitor

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Report description:

Coronavirus (COVID-19) measures saw lockdowns, remote working and restrictions on socialising. This resulted in many consumers spending long periods at home and less time in the office or on social or leisure activities during the pandemic. As a result, there was a low demand for depilatories and a decline in retail volume and current value sales in 2020 and 2021. As the country emerged out of COVID-19 and normality in terms of work and social and leisure activities slowly returned, the demand f...

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 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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Slow return to normality sees use of depilatories become routine again

New launches add dynamism to depilatories

Procter & Gamble leverages a strong brand and investments to lead the category

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Positive but slow growth anticipated as the market size stabilises

More specialised products to gain traction, but professional hair removal services remain a threat

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