

## **Depilatories in Kenya**

Market Direction | 2023-06-09 | 19 pages | Euromonitor

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### **Report description:**

Many people embraced at-home beauty and personal care routines during the era of the pandemic, as salons were closed. Within this "home spa" trend, consumers also embraced at-home, do-it-yourself (DIY) hair removal. Now, post-pandemic, with salons reopen, this trend is continuing for many as consumers seek to save money in an uncertain economic climate with high inflationary pressures. Thus ongoing retail sales for depilatories.

Euromonitor International's Depilatories in Kenya 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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### **Table of Contents:**

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List Of Contents And Tables

DEPILATORIES IN KENYA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Increased demand for DIY hair removal methods boosts sales of depilatories

Reckitt Benckiser maintains leadership of depilatories, thanks to the strength of its Veet brand

Shift away from razors seen, as awareness of personal care and hygiene intensifies

PROSPECTS AND OPPORTUNITIES

Potential growth hampered by increased awareness of ingredients in some depilatory products

Trends towards Western lifestyles and modern methods of hair removal provide competition for depilatories

CATEGORY DATA

Table 1 Sales of Depilatories by Category: Value 2017-2022

Table 2 Sales of Depilatories by Category: % Value Growth 2017-2022

Table 3 NBO Company Shares of Depilatories: % Value 2018-2022

Table 4 LBN Brand Shares of Depilatories: % Value 2019-2022

Table 5 Forecast Sales of Depilatories by Category: Value 2022-2027

Table 6 Forecast Sales of Depilatories by Category: % Value Growth 2022-2027

BEAUTY AND PERSONAL CARE IN KENYA

EXECUTIVE SUMMARY

Beauty and personal care in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for beauty and personal care?

MARKET DATA

Table 7 Sales of Beauty and Personal Care by Category: Value 2017-2022

Table 8 Sales of Beauty and Personal Care by Category: % Value Growth 2017-2022

Table 9 GBO Company Shares of Beauty and Personal Care: % Value 2018-2022

Table 10 NBO Company Shares of Beauty and Personal Care: % Value 2018-2022

Table 11 LBN Brand Shares of Beauty and Personal Care: % Value 2019-2022

Table 12 Distribution of Beauty and Personal Care by Format: % Value 2017-2022

Table 13 Distribution of Beauty and Personal Care by Format and Category: % Value 2022

Table 14 Forecast Sales of Beauty and Personal Care by Category: Value 2022-2027

Table 15 Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2022-2027

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SOURCES

Summary 1 Research Sources

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