

## **Depilatories in India**

Market Direction | 2023-07-13 | 21 pages | Euromonitor

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### **Report description:**

In 2022, depilatories returned to current value growth, after declines in the previous two years in India. The major growth drivers in 2022 were increased concern about personal appearance, increased trips outside of the home, and a surge in travel. As an outcome of the pandemic, as well as an increasing number of beauty influencers in the country, consumers increasingly prioritised their physical appearance and turned to hair removers/bleaches to achieve smooth and hair-free skin.

Euromonitor International's Depilatories in India 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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DEPILATORIES IN INDIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Depilatories witnesses a return to growth in value terms in 2022

Brands leverage promotional campaigns with brand ambassadors to bolster awareness

Increasing mobile internet penetration, coupled with quick commerce, further drives sales via e-commerce

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Brand extensions to target men set to provide growth opportunities

Strong competition for depilatories from salons and laser hair removal

Increased exposure to global culture and rising urbanisation open up room for growth

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