

Depilatories in the Philippines

Market Direction | 2023-07-28 | 19 pages | Euromonitor

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Report description:

Depilatories continued to see steady growth in retail volume terms in 2022, continuing the recovery seen in 2021. Demand for depilatories slumped in 2020 as consumers went into home seclusion and thus had less need to remove hair on such a regular basis. With COVID-19 restrictions being eased in 2022 consumers began returning to education facilities and workplaces while there was also a significant increase in social activity all of which was beneficial to sales of depilatories.

Euromonitor International's Depilatories in Philippines 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 continues to recover as COVID-19 restrictions are eased

Access to a range of professional treatments a significant obstacle to the growth of depilatories

Gillette remains the go to option in women's razors and blades

PROSPECTS AND OPPORTUNITIES

Depilatories set for further growth but other options likely to limit the potential of the category

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