

Depilatories in China

Market Direction | 2024-04-17 | 18 pages | Euromonitor

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Report description:

After a year of slight decline in 2022, depilatories showed current value growth in China in 2023, and rebounded to the 2021 level of sales, mainly due to the easing of pandemic restrictions and increasing consumer awareness. The relaxation of pandemic restrictions allowed for more social activities and interactions. This led to an increased focus on personal appearance and grooming amongst Chinese consumers, including a growing interest in body beauty and hair removal. The resurgence of tourism...

Euromonitor International's Depilatories in China report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2019-2023, allowing you to identify the sectors driving growth. Forecasts to 2028 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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