

## **Depilatories in the Philippines**

Market Direction | 2024-04-18 | 19 pages | Euromonitor

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### **Report description:**

Depilatories in the Philippines suffered a decline in sales in current value terms in 2023. However, this was mainly due mainly to a consumer shift towards more affordable private label products, such as those offered by health and beauty specialist retailers chain Watsons, rather than any real downturn in demand. With consumers returning to their busy pre-pandemic lifestyles, including an increase in social activities, volume sales of hair removers/bleaches and women's razors and blades saw pos...

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 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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DEPILATORIES IN THE PHILIPPINES

KEY DATA FINDINGS

2023 DEVELOPMENTS

Depilatories represents a highly diverse market, with consumers open to a range of hair removing methods, with eyebrow razors growing in popularity

Access to a range of professional treatments presents a significant obstacle to growth

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

PROSPECTS AND OPPORTUNITIES

Depilatories set for further growth but "natural" DIY options likely to limit the potential of the category

Beauty salons will present competition to depilatories, although demand from home-based businesses could boost retail sales

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