

## **Depilatories in Pakistan**

Market Direction | 2024-04-30 | 18 pages | Euromonitor

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### **Report description:**

Depilatories in Pakistan witnessed significant growth in 2023, driven by an increasing number of women joining the workforce. This demographic shift has led to higher spending on personal care products, particularly in grooming categories. Pakistani women consumers have shown a strong preference for bleaches and cream-based hair removers over traditional razors, reflecting a cultural inclination towards non-invasive and convenient hair removal methods. The popularity of these products lies in th...

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

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List Of Contents And Tables

DEPILATORIES IN PAKISTAN

KEY DATA FINDINGS

2023 DEVELOPMENTS

Preference for bleaches and cream-based hair removers

Dominance of Veet and Anne French

Market dynamics of razors

PROSPECTS AND OPPORTUNITIES

Rosy outlook over forecast period

Women's razors and blades to grow as the taboo around usage weakens

Strong marketing to push awareness and use

CATEGORY DATA

Table 1 Sales of Depilatories by Category: Value 2018-2023

Table 2 Sales of Depilatories by Category: % Value Growth 2018-2023

Table 3 NBO Company Shares of Depilatories: % Value 2019-2023

Table 4 LBN Brand Shares of Depilatories: % Value 2020-2023

Table 5 Forecast Sales of Depilatories by Category: Value 2023-2028

Table 6 Forecast Sales of Depilatories by Category: % Value Growth 2023-2028

BEAUTY AND PERSONAL CARE IN PAKISTAN

EXECUTIVE SUMMARY

Beauty and personal care in 2023: The big picture

2023 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 2018-2023

Table 8 Sales of Beauty and Personal Care by Category: % Value Growth 2018-2023

Table 9 GBO Company Shares of Beauty and Personal Care: % Value 2019-2023

Table 10 NBO Company Shares of Beauty and Personal Care: % Value 2019-2023

Table 11 LBN Brand Shares of Beauty and Personal Care: % Value 2020-2023

Table 12 Penetration of Private Label in Beauty and Personal Care by Category: % Value 2018-2023

Table 13 Distribution of Beauty and Personal Care by Format: % Value 2018-2023

Table 14 Distribution of Beauty and Personal Care by Format and Category: % Value 2023

Table 15 Forecast Sales of Beauty and Personal Care by Category: Value 2023-2028

Table 16 □Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2023-2028

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SOURCES

Summary 1 Research Sources

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