

## Depilatories in India

Market Direction | 2024-07-18 | 23 pages | Euromonitor

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### Report description:

Depilatories in India experienced substantial double-digit retail current value growth in 2023, finally surpassing the pre-pandemic sales figures. This surge can be attributed to the growing consumer inclination towards personal grooming as a lifestyle choice. Increased awareness of and the importance placed on personal grooming routines have driven the expansion of this category. Within depilatories, hair removers/bleaches has emerged as a significant force, overwhelmingly dominating sales and...

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 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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In 2023 depilatories sees significant growth, recovering from the effects of the pandemic

New products and formats for painless hair removal on the rise

Reckitt Benckiser continues to lead depilatories with its Veet brand

#### PROSPECTS AND OPPORTUNITIES

Companies set to focus on raising awareness to expand the consumer base

Depilatories will continue to face competition from salons, at-home salon services, and laser hair treatments

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