

Depilatories in Germany

June 2023

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Depilatories in Germany - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Price rises, hot summer, and easing of pandemic restrictions benefit value sales Procter & Gamble retains its lead through launches and a new campaign E-commerce continues to gain importance

PROSPECTS AND OPPORTUNITIES

Depilatories has a positive outlook Sustainability to remain important for companies and consumers Skinification, paired with natural ingredients trend

CATEGORY DATA

Table 1 - Sales of Depilatories by Category: Value 2017-2022Table 2 - Sales of Depilatories by Category: % Value Growth 2017-2022Table 3 - Sales of Women's Razors and Blades by Type: % Value Breakdown 2018-2022Table 4 - NBO Company Shares of Depilatories: % Value 2018-2022Table 5 - LBN Brand Shares of Depilatories: % Value 2019-2022Table 6 - Forecast Sales of Depilatories by Category: Value 2022-2027Table 7 - Forecast Sales of Depilatories by Category: % Value Growth 2022-2027

Beauty and Personal Care in Germany - Industry Overview

EXECUTIVE SUMMARY

Beauty and personal care in 2022: The big picture 2022 key trends Competitive landscape Retailing developments What next for beauty and personal care?

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DISCLAIMER

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