Depilatories in China - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS
Depilatories witnesses decline in 2022, due to the pandemic and lockdowns
Women’s razors and blades manages to grow even after a spike in 2021

PROSPECTS AND OPPORTUNITIES
Capitalising on the e-commerce boom – opportunities for depilatories brands
Depilatories set to experience robust growth after the lifting of lockdowns

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

Beauty and Personal Care in China - 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?

MARKET DATA
Table 8 - Sales of Beauty and Personal Care by Category: Value 2017-2022
Table 9 - Sales of Beauty and Personal Care by Category: % Value Growth 2017-2022
Table 10 - GBO Company Shares of Beauty and Personal Care: % Value 2018-2022
Table 11 - NBO Company Shares of Beauty and Personal Care: % Value 2018-2022
Table 12 - LBN Brand Shares of Beauty and Personal Care: % Value 2019-2022
Table 13 - Penetration of Private Label in Beauty and Personal Care by Category: % Value 2017-2022
Table 14 - Distribution of Beauty and Personal Care by Format: % Value 2017-2022
Table 15 - Distribution of Beauty and Personal Care by Format and Category: % Value 2022
Table 16 - Forecast Sales of Beauty and Personal Care by Category: Value 2022-2027
Table 17 - Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2022-2027

DISCLAIMER

SOURCES
Summary 1 - Research Sources

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