Depilatories in the US

May 2023

Table of Contents
Depilatories in the US - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS
Depilatories performance hit by inflated prices, as consumers extend product usage longevity
More women’s DTC shaving brands enter in-store retailers
New launches in shavers and blades continue to highlight sustainability and clean packaging

PROSPECTS AND OPPORTUNITIES
Hair removal creams and bleaches take on hybrid body and skin benefits
Different depilatory products for different areas of the body could lead to specialisation
Influencer partnerships to connect with more consumers will be key

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 the US - 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

About Euromonitor International
Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.
Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings**: Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.

- **Company Profiles**: Analysis dedicated to the world’s most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.

- **Country Reports**: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/depilatories-in-the-us/report](http://www.euromonitor.com/depilatories-in-the-us/report).