



**Euromonitor
International**

Depilatories in Spain

June 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Depilatories Summary

INDUSTRY PERFORMANCE

Ai-Powered Depilation Devices Reshape Consumer Choices and Sales Dynamics

Hair Removers/Bleaches and Women'S Razors and Blades Lead Sales as Consumer Preferences Evolve

Chart 1 - Value Sales 2020-2030

Chart 2 - Volume Sales 2020-2030

Chart 3 - Value Sales by Category 2025

WHAT'S NEXT?

Consumers Expected to Balance Tradition and New Trends Amid Stable Growth

Hair Removers/Bleaches Set to Maintain Dominance While Women'S Razors and Blades Accelerate Growth

Shifting Beauty Ideals and Climate Changes Anticipated to Reshape Consumer Choices

Chart 4 - Forecast Value Sales 2020-2030

Chart 5 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Companies Stabilise Shares Amid Private Label Growth

Chart 6 - Company Shares 2025

Chart 7 - Brand Shares 2025

CHANNELS

Supermarkets Consolidate Dominance as Convenience Stores and E-Commerce Grow Steadily

E-Commerce Growth Challenges Offline Retail but Remains a Niche Channel

Chart 8 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 9 - Economic Context for Depilatories

Chart 10 - Real Gdp Growth 2020-2030

Chart 11 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 12 - Consumer Context for Depilatories

Chart 13 - Population 2020-2030

Chart 14 - Consumer Expenditure 2020-2030

Chart 15 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Beauty and Personal Care in Spain - Industry Overview

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 16 - Key Industry Trends for Beauty and Personal Care

INDUSTRY PERFORMANCE

Economic Pressures Shape Cautious Consumer Behaviour and Sales Growth Moderation
Mass and Premium Segments Respond Differently to Evolving Consumer Demands
Social Media and Uniqueness Drive Trends and Consumer Choices Amid Economic Caution
Chart 17 - Value Sales 2020-2030
Chart 18 - Volume Sales 2020-2030
Chart 19 - Value Sales by Category 2025

WHAT'S NEXT?

Economic Pressures Expected to Shape Cautious Spending but Steady Value Growth
Fragrances Set to Remain Largest and Best Performing, Driven by Social Media Influence on Consumer Preferences
Chart 20 - Analyst Insight for Beauty and Personal Care
Social Media and Dupes Anticipated to Reshape Consumer Choices and Brand Strategies
Chart 21 - Forecast Value Sales 2020-2030
Chart 22 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

L'Oréal and Mercadona Drive Market Concentration through Innovation and Private Label Growth
Chart 23 - Company Shares 2025
Chart 24 - Brand Shares 2025

CHANNELS

Supermarkets and Beauty Specialists Retain Lead, Driven by Private Label Growth and the Increasing Number of Niche Brands
Retail E-Commerce Expands Rapidly as Consumers Embrace Digital Beauty Shopping
Chart 25 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 26 - Economic Context for Beauty and Personal Care
Chart 27 - Real Gdp Growth 2020-2030
Chart 28 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 29 - Consumer Context for Beauty and Personal Care
Chart 30 - Population 2020-2030
Chart 31 - Consumer Expenditure 2020-2030
Chart 32 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

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-spain/report.