



# Depilatories in Honduras

June 2026

Table of Contents

## Depilatories in Honduras - Category analysis

### KEY DATA INSIGHTS

#### 2025 DEVELOPMENTS

Depilatories Summary

#### INDUSTRY PERFORMANCE

Honduran Consumers Drive Steady Growth Amid Rising Expenditure

Hair Removers/Bleaches Lead Value While Women'S Razors and Blades Lead Growth

Chart 1 - Value Sales 2020-2030

Chart 2 - Volume Sales 2020-2030

Chart 3 - Value Sales by Category 2025

#### WHAT'S NEXT?

Steady Value Growth Set to Be Driven by Rising Incomes and Population Expansion

Bleaches/Hair Removers to Maintain Sales While Women'S Razors and Blades Accelerate

Chart 4 - Forecast Value Sales 2020-2030

Chart 5 - Forecast Value Sales by Category 2025-2030

#### COMPETITIVE LANDSCAPE

Procter & Gamble Strengthens Lead Amid Shifting Competitor Shares

Chart 6 - Company Shares 2025

Chart 7 - Brand Shares 2025

#### CHANNELS

Grocery Retailers Lead Sales as Discounters Accelerate Growth

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 Honduras - Industry Overview](#)

### EXECUTIVE SUMMARY

2025 Developments

### KEY DATA INSIGHTS

#### INDUSTRY PERFORMANCE

Consumers Adopt Holistic Personal Care Amid Economic Constraints

Hair Care Leads Sales as Colour Cosmetics Grow

Chart 16 - Affordable Multi-Benefit Launches Integrate Skin Care

Younger Consumers Accelerate Skin Care Integration with K-Beauty

Chart 17 - Younger Hondurans Drive Surge for K-Beauty

Chart 18 - Value Sales 2020-2030

Chart 19 - Volume Sales 2020-2030

Chart 20 - Value Sales by Category 2025

## WHAT'S NEXT?

Young Consumers to Drive Growth While Hair Care Remains Largest Category

Colour Cosmetics to Show Strong Growth Driven by Digital and Ingredient-Led Trends

Chart 21 - Forecast Value Sales 2020-2030

Chart 22 - Forecast Value Sales by Category 2025-2030

## COMPETITIVE LANDSCAPE

Leading Manufacturers Reinforce Positions Amid Growing Fragmentation

Chart 23 - Company Shares 2025

Chart 24 - Brand Shares 2025

## CHANNELS

Supermarkets and Hypermarkets Expand Reach to Lead Retail Sales

Direct Selling Adapts Amid Competition and Shifting Consumer Preferences

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-honduras/report](http://www.euromonitor.com/depilatories-in-honduras/report).