



# Depilatories in Cambodia

July 2026

Table of Contents

## Depilatories in Cambodia - Category analysis

### KEY DATA INSIGHTS

#### 2025 DEVELOPMENTS

Depilatories Summary

#### INDUSTRY PERFORMANCE

Rising Incomes and Young Urban Population Drive Premiumisation and Growth  
Hair Removers/Bleaches Leads in Value, Driven by Skin-Safe, Whitening Formulations  
Social Media and Asia Influence Reshape Consumer Rituals

Chart 1 - Value Sales 2020-2030

Chart 2 - Volume Sales 2020-2030

Chart 3 - Value Sales by Category 2025

#### WHAT'S NEXT?

Rising Demand for Permanent Solutions Drives Category Expansion  
Skin-Safe Hair Removers Lead Value Growth, While Razors Gain Momentum  
Young Urban Consumers Adopt Advanced Hair Removal Rituals, Reshaping Demand

Chart 4 - Forecast Value Sales 2020-2030

Chart 5 - Forecast Value Sales by Category 2025-2030

#### COMPETITIVE LANDSCAPE

Supermax Corp Strengthens Lead as Market Consolidates around Trusted Skin-Safe Brands  
Digital Engagement and Skin-Safe Innovations Drive Growth Opportunities for Evolving Depilatory Brands

Chart 6 - Company Shares 2025

Chart 7 - Brand Shares 2025

#### CHANNELS

Small Local Grocers Leads Distribution, While Convenience Stores Records Fastest Growth  
Digital Shoppertainment and Specialist Chains Reshape Consumer Engagement and Loyalty  
Retail E-Commerce Offers Convenience and Diverse Product Ranges

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 Cambodia - Industry Overview](#)

#### EXECUTIVE SUMMARY

2025 Developments

#### KEY DATA INSIGHTS

#### KEY INDUSTRY TRENDS

Chart 16 - Key Industry Trends for Beauty and Personal Care

## INDUSTRY PERFORMANCE

Consumers' Shift to Quality and Digital Trust Shapes Steady Revenue Growth

Chart 17 - Digital Transparency as Qr-Verified Authenticity Campaigns Win Consumer Trust

Oral Care Leads Value, Led by Urban Consumer Trust and Broad Usage

K-Beauty and J-Beauty Drive Sun Care Innovation, Boosting Market Dynamism

Chart 18 - Value Sales 2020-2030

Chart 19 - Volume Sales 2020-2030

Chart 20 - Value Sales by Category 2025

## WHAT'S NEXT?

Social Commerce to Reshape Consumer Engagement and Spending Behaviours

Oral Care to Sustain Value Lead, While Colour Cosmetics Leads Rapid Expansion

Consumer Demand for Natural, Personalised, and Premium Offerings Drives Innovation

Chart 21 - Forecast Value Sales 2020-2030

Chart 22 - Forecast Value Sales by Category 2025-2030

## COMPETITIVE LANDSCAPE

Multinationals Consolidate Market Share by Capturing Consumer Trust and Innovation

Chart 23 - Analyst Insight for Beauty and Personal Care

Digital Engagement and Product Innovation Drive Growth Amid Stable Competition

Chart 24 - Company Shares 2025

Chart 25 - Brand Shares 2025

## CHANNELS

Small Local Grocers Lead Distribution as Hypermarkets Lead Growth

Influencer-Led Community Brands and Clean Beauty Drive Experiential Retail Evolution

Retail E-Commerce Accelerates Growth, Driven by Social Commerce and Digital Trust

Chart 26 - Retail Channels 2020-2025

## ECONOMIC CONTEXT

Chart 27 - Economic Context for Beauty and Personal Care

Chart 28 - Real Gdp Growth 2020-2030

Chart 29 - Inflation 2020-2030

## CONSUMER CONTEXT

Chart 30 - Consumer Context for Beauty and Personal Care

Chart 31 - Population 2020-2030

Chart 32 - Consumer Expenditure 2020-2030

Chart 33 - 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-cambodia/report](http://www.euromonitor.com/depilatories-in-cambodia/report).