

# 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

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### SOURCES

Summary 1 - Research Sources

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