

Depilatories in Indonesia

May 2025

Table of Contents

Depilatories in Indonesia - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Challenges for depilatories, but growth continues as awareness of grooming rises

Procter & Gamble faces headwinds from competing hair removal products

Health and personal care stores sees share growth due to a wide product range

PROSPECTS AND OPPORTUNITIES

Offering products to attract first-time users will be key to expand the consumer base

Potential to ride the K-beauty wave to drive sales

Skin-friendly products likely to be appreciated by consumers

CATEGORY DATA

- Table 1 Sales of Depilatories by Category: Value 2019-2024
- Table 2 Sales of Depilatories by Category: % Value Growth 2019-2024
- Table 3 Sales of Women's Razors and Blades by Type: % Value Breakdown 2020-2024
- Table 4 NBO Company Shares of Depilatories: % Value 2020-2024
- Table 5 LBN Brand Shares of Depilatories: % Value 2021-2024
- Table 6 Forecast Sales of Depilatories by Category: Value 2024-2029
- Table 7 Forecast Sales of Depilatories by Category: % Value Growth 2024-2029

Beauty and Personal Care in Indonesia - Industry Overview

EXECUTIVE SUMMARY

Beauty and personal care in 2024: The big picture

2024 key trends

Competitive landscape

Retail developments

What next for beauty and personal care?

MARKET DATA

- Table 8 Sales of Beauty and Personal Care by Category: Value 2019-2024
- Table 9 Sales of Beauty and Personal Care by Category: % Value Growth 2019-2024
- Table 10 GBO Company Shares of Beauty and Personal Care: % Value 2020-2024
- Table 11 NBO Company Shares of Beauty and Personal Care: % Value 2020-2024
- Table 12 LBN Brand Shares of Beauty and Personal Care: % Value 2021-2024
- Table 13 Penetration of Private Label in Beauty and Personal Care by Category: % Value 2019-2024
- Table 14 Distribution of Beauty and Personal Care by Format: % Value 2019-2024
- Table 15 Distribution of Beauty and Personal Care by Format and Category: % Value 2024
- Table 16 Forecast Sales of Beauty and Personal Care by Category: Value 2024-2029
- Table 17 Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2024-2029

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SOURCES

Summary 1 - Research Sources

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