



Depilatories in Canada

May 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Depilatories record a value decline as consumers look to save costs during 2024
Procter & Gamble retains its lead while Parissa Labs benefits from a migration away from salon treatments
Pharmacies lead distribution although share is lost to affordable goods from supermarkets

PROSPECTS AND OPPORTUNITIES

Rising efficacy, population growth and improved economic conditions are set to support growth
Sustainability and ethical sourcing are set to be key in consumer purchasing decisions
Innovation will focus on high-end performance and added skin care benefits to drive value

CATEGORY DATA

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Beauty and Personal Care in Canada - Industry Overview

EXECUTIVE SUMMARY

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DISCLAIMER

SOURCES

- Summary 1 - Research Sources

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