

Depilatories in Israel

May 2025

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

Popularity of alternative hair removal solutions continues to depress demand
Procter & Gamble still the outright leader in depilatories
Pharmacies remains the top distribution channel

PROSPECTS AND OPPORTUNITIES

Depilatories will continue to show mixed results in volume and value terms
Penetration of premium products expected to remain negligible
Limited scope for innovation due to falling demand

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 Israel - 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

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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