

Depilatories in Portugal

May 2025

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

Razors and blades supports growth as sales of hair removers/bleaches continues to fall
Reckitt Benckiser loses share while Procter & Gamble improves its position with Gillette
Supermarkets lead distribution as consumers appreciate convenience and competitive pricing

PROSPECTS AND OPPORTUNITIES

Lazer hair removal is set to increasingly challenge sales over the forecast period
Sales through supermarkets are set to suffer from the rising performance of variety stores and beauty specialists
Skin care benefits, sustainability and gender-specific products are set to be the focus of innovation

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 Portugal - Industry Overview

EXECUTIVE SUMMARY

- Beauty and personal care in 2024: The big picture
- Key trends in 2024
- 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

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-portugal/report.