



Depilatories in Australia

May 2024

Table of Contents

Depilatories in Australia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Multifunctional products place pressure on women's pre-shave
Competition posed by rising interest in at-home cosmetic hair removal
Product innovation strives to enhance the shaving experience for women

PROSPECTS AND OPPORTUNITIES

Product innovation will increasingly prioritise multifunctionality
Sustainability will continue to shape the development of depilatories in Australia
Electric shavers and IPL devices pose a threat to traditional razors and blades

CATEGORY DATA

Table 1 - Sales of Depilatories by Category: Value 2018-2023
Table 2 - Sales of Depilatories by Category: % Value Growth 2018-2023
Table 3 - Sales of Women's Razors and Blades by Type: % Value Breakdown 2019-2023
Table 4 - NBO Company Shares of Depilatories: % Value 2019-2023
Table 5 - LBN Brand Shares of Depilatories: % Value 2020-2023
Table 6 - Forecast Sales of Depilatories by Category: Value 2023-2028
Table 7 - Forecast Sales of Depilatories by Category: % Value Growth 2023-2028

Beauty and Personal Care in Australia - Industry Overview

EXECUTIVE SUMMARY

Beauty and personal care in 2023: The big picture
2023 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 2018-2023
Table 9 - Sales of Beauty and Personal Care by Category: % Value Growth 2018-2023
Table 10 - GBO Company Shares of Beauty and Personal Care: % Value 2019-2023
Table 11 - NBO Company Shares of Beauty and Personal Care: % Value 2019-2023
Table 12 - LBN Brand Shares of Beauty and Personal Care: % Value 2020-2023
Table 13 - Penetration of Private Label in Beauty and Personal Care by Category: % Value 2018-2023
Table 14 - Distribution of Beauty and Personal Care by Format: % Value 2018-2023
Table 15 - Distribution of Beauty and Personal Care by Format and Category: % Value 2023
Table 16 - Forecast Sales of Beauty and Personal Care by Category: Value 2023-2028
Table 17 - Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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