

## Shaving and Hair Removal Products - US - October 2013

Report Price: £2466.89 | \$3995.00 | €3133.71

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“Consumers are price driven when shopping the shaving category, but they also demand performance and simplicity. Products that deliver improved functionality and convenience while utilizing technology to encourage increased usage could help drive category growth.”  
– Shannon Romanowski, Beauty and Personal Care Analyst

### This report looks at the following areas:

- How can brands bring added value to a price-driven category?
- What impact will the aging population have on the shaving and hair removal category?
- What role will technology play in the shaving and hair removal category?

The shaving and hair removal category has experienced minimal growth between 2008 and 2013, due to the competitive nature of the category combined with the price-driven mindset of shoppers. Non-disposable razors and refill cartridges in particular have become increasingly expensive, potentially deterring usage and sending shoppers to lower-priced segments such as disposable razors and private label. In addition, hair removal is viewed as highly functional and an essential part of grooming, as opposed to a category that offers aspirational benefits.

Looking ahead, brands will be challenged to find growth opportunities. However, companies that align new products and marketing communications with the shifting demographics in the category could see success. This includes addressing new users entering the category earlier along with the needs and interests of multicultural consumer groups. Lastly, tapping into women's interest in longer-lasting and more professional results as well as men's convenience-driven mindset could boost category growth.

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### DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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## Table of Contents

### Scope and Themes

What you need to know

Definition

Data sources

Sales data

Consumer survey data

Abbreviations and terms

Abbreviations

Terms

### Executive Summary

The market

Figure 1: Total US sales and fan chart forecast of shaving and hair removal, at current prices, 2008-18

Market factors

Hispanics help drive category usage

Figure 2: Usage of shaving and hair removal products, by total and Hispanics, August 2013

Declines among aging population could be offset by younger users

Segment performance

Figure 3: Total US retail sales of shaving and hair removal, by segment, 2011 and 2013 (est)

The consumer

Men use a variety of shaving products to address different needs

Figure 4: Shaving and hair removal product usage, among men, August 2013

Women rely on disposable razors, help drive segment growth

Figure 5: Shaving and hair removal product usage, among women, August 2013

Shoppers looking for professional, longer-lasting results

Figure 6: Interest in top five new claims and benefits, August 2013

What we think

### Issues and Insights

How can brands bring added value to a price-driven category?

Issues

Insights: Focus on longer-lasting and professional results, convenience

What impact will the aging population have on the shaving and hair removal category?

Issues

Insights: Focus on targeted hair removal options, traditional marketing

What role will technology play in the shaving and hair removal category?

Issues

Insights: Remind consumers to replace razors, utilize social media

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## Trend Applications

- Trend: Many Mes
- Trend: Prove It
- Mintel Futures: Old Gold

## Market Size and Forecast

### Key points

Category growth sluggish

Shaving and hair removal products expected to see minimal gains

Sales and forecast of shaving and hair removal products

Figure 7: Total US retail sales and forecast of shaving and hair removal products, at current prices, 2008-18

Figure 8: Total US sales and forecast of shaving and hair removal products, at inflation-adjusted prices, 2008-18

Fan chart forecast

Figure 9: Total US sales and fan chart forecast of shaving and hair removal products, at current prices, 2008-18

## Market Drivers

### Key points

Improving economy could lead to mixed results for the category

Figure 10: Usage of shaving and hair removal products, by income, August 2013

Hispanics are heaviest users of many shaving and hair removal products

Figure 11: Usage of shaving and hair removal products, by total and Hispanics, August 2013

Declines among an aging population could be offset by younger users

## Competitive Context

Professional hair removal services become more mainstream

Figure 12: Waxing treatments done at a salon, by gender, March 2012

Figure 13: Use of/attitudes toward professional hair removal among women, by age, May-June 2011

Skincare devices gain momentum

Figure 14: Interest in at-home hair removal devices, November 2012

Opportunities for the shaving and hair removal category:

## Segment Performance

### Key points

Disposable razors are strongest performing segment

Sales of shaving and hair removal, by segment

Figure 15: Total US retail sales of shaving and hair removal, by segment, 2011 and 2013 (est)

## Segment Performance—Disposable Razors

### Key points

Disposable razors drive category growth

Sales and forecast of disposable razors

Figure 16: Total US retail sales and forecast of disposable razors, at current prices, 2008-18

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## Segment Performance—Non-disposable Razors and Refill Cartridges

### Key points

Non-disposable razor sales on the decline

Sales and forecast of non-disposable razors

Figure 17: Total US retail sales and forecast of non-disposable razors, at current prices, 2008-18

Sales of refill cartridges remain flat

Sales and forecast of refill cartridges

Figure 18: Total US retail sales and forecast of refill cartridges, at current prices, 2008-18

## Segment Performance—Shaving Cream

### Key points

Shaving cream remains on a flat sales path

Sales and forecast of shaving cream

Figure 19: Total US retail sales and forecast of shaving cream, at current prices, 2008-18

## Segment Performance—Depilatories

### Key points

After years of volatility, depilatory sales are expected to stabilize

Sales and forecast of depilatories

Figure 20: Total US retail sales and forecast of depilatories, at current prices, 2008-18

## Retail Channels

### Key points

Other retail channels outperforming drug stores and supermarkets

Figure 21: Total US retail sales of shaving/hair removal products, by channel, at current prices, 2008-13

## Leading Companies

### Key points

Procter & Gamble, Energizer dominate category share

BiC outperforming big players

Manufacturer sales of shaving and hair removal

Figure 22: Manufacturer sales of shaving and hair removal, 2012 and 2013

## Brand Share—Disposable Razors

### Key points

Gillette gaining ground in the segment while Schick struggles

BiC posts solid performance

Manufacturer sales of disposable razors

Figure 23: Manufacturer sales of disposable razors, 2012 and 2013

## Brand Share—Non-disposable Razors

### Key points

Branded products struggle while private label performs well

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Report Price: £2466.89 | \$3995.00 | €3133.71

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## Manufacturer sales of non-disposable razors

Figure 24: Manufacturer sales of non-disposable razors, 2012 and 2013

## Brand Share—Refill Cartridges

### Key points

Mixed results from leading brands

Private label struggles

Manufacturer sales of refill cartridges

Figure 25: Manufacturer sales of refill cartridges, 2012 and 2013

## Brand Share—Shaving Cream

### Key points

Branded products see little growth

Private label gains ground

Manufacturer sales of shaving cream

Figure 26: Manufacturer sales of shaving cream, 2012 and 2013

## Brand Share—Depilatories

### Key points

Category leaders are struggling to grow

Private label is strongest performer in depilatories

Manufacturer sales of depilatories

Figure 27: Manufacturer sales of depilatories, 2012 and 2013

## Innovations and Innovators

### New product launch trends

Figure 28: Shaving and hair removal launches, by subcategory, 2008-13\*

Figure 29: Shaving and hair removal launches claims, by share, 2008-13\*

### Product innovations

Facial hair removal

Kits

Multi-functional products

Razors with moisturizers

Razors with trimmers

Sensitive skin products

## Marketing Strategies

Theme: Co-branding

Product examples

Advertising examples

Figure 30: Venus & Olay TV ad, 2012

Figure 31: Venus & Olay Print ad, 2013

Theme: Men are embracing facial hair

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Figure 32: Beardvertising website, 2013

Theme: Men's skincare expands into shaving

Brand examples

Advertising examples

Figure 33: Dove soothe your skin commercial, 2013

Figure 34: Aveeno Active Naturals print ad, 2013

Theme: Subscription services

Advertising examples

Figure 35: Dollar shave club, 2012

Theme: Appeal to the opposite sex

Figure 36: Gillette ProGlide Styler print ad, 2013

## Social Media

Key points

Key social media metrics

Figure 37: Key performance indicators, September 2013

Market overview

Brand usage and awareness

Figure 38: Brand usage and awareness of men's shaving and hair removal brands, August 2013

Figure 39: Brand usage and awareness of women's shaving and hair removal brands, August 2013

Interaction with brands

Figure 40: Interaction with men's shaving and hair removal brands, August 2013

Figure 41: Interaction with women's shaving and hair removal brands, August 2013

Online conversations

Figure 42: Online mentions, selected shaving and hair removal brands, March 17-Sept. 15, 2013

Where are people talking about shaving and hair removal brands?

Figure 43: Mentions, by page type, selected shaving and hair removal brands, March 17-Sept. 15, 2013

What are people talking about online?

Figure 44: Mentions by type of conversation, selected shaving and hair removal brands, March 17-Sept. 15, 2013

Figure 45: Major areas of discussion surrounding shaving and hair removal brands, March 17-Sept. 15, 2013

Brand analysis

Barbasol

Figure 46: Barbasol key social media indicators, September 2013

Key online campaigns

What we think

Gillette for Men

Figure 47: Gillette for Men key social media indicators, September 2013

Key online campaigns

What we think

Schick for Women

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Report Price: £2466.89 | \$3995.00 | €3133.71

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Figure 48: Schick for Women key social media indicators, September 2013

Key online campaigns

What we think

Gillette Venus

Figure 49: Gillette Venus key social media indicators, September 2013

Key online campaigns

What we think

Schick for Men

Figure 50: Schick for men key social media indicators, September 2013

Key online campaigns

What we think

Skintimate

Figure 51: Skintimate key social media indicators, September 2013

Key online campaigns

What we think

### Usage—Men

Key points

Men are nearly equally split between use of disposable and electric razors

Young men more likely to use newer forms, skin prep products

Figure 52: Shaving and hair removal product usage, among men by age, August 2013

Vast majority of men use shaving products for facial hair removal

Figure 53: Where shaving products are used—Any removal, among men by age, August 2013

### Usage—Women

Key points

Majority of women use disposable razors

Young women drive usage of most shaving and hair removal products

Figure 54: Shaving and hair removal product usage, among women by age, August 2013

Most women remove hair on their underarms, legs

Figure 55: Where shaving products are used—Any removal, among women by age, August 2013

### Brands and Formats Used

Key points

Gillette most used razor brand among men and women

Figure 56: Brands used of non-disposable razors, by gender and age, January 2012-March 2013

Figure 57: Brands used of disposable razors, by gender and age, January 2012-March 2013

Barbasol and Skintimate are most used shaving cream products, though Edge leads sales

Figure 58: Brands of shaving cream used, by gender and age, January 2012-March 2013

Figure 59: Forms of shaving cream used, by gender, January 2012-March 2013

Depilatory usage driven by women, though men inclined to use store brands

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Figure 60: Brands used of hair removal products, by gender, January 2012-March 2013

Figure 61: Brands used of hair removal products, among women by age, January 2012-March 2013

Figure 62: Types of hair removal products used, by gender, January 2012-March 2013

Figure 63: Types of hair removal products used, among women by age, January 2012-March 2013

## Shopping for Shaving and Hair Removal Products

### Key points

Young women motivated by price, but seek customized hair removal options

Young men seek products within the same brand

Figure 64: Shopping for shaving products, by gender and age, August 2013

Income bears little impact on how consumers shop the category

Figure 65: Shopping for shaving products, by household income, August 2013

## Interest in Shaving and Hair Removal Features Based on Price

### Key points

Respondents willing to spend for improved performance

Figure 66: Interest in new claims and benefits, August 2013

Young shoppers express the highest levels of interest in new benefits

Figure 67: Interest in new claims and benefits—Interested and willing to pay, by gender and age, August 2013

Figure 68: Interest in new claims and benefits—Any interest, by gender and age, August 2013

## Attitudes Toward Shaving and Hair Removal

### Key points

Consumers put off hair removal, and replacing razors

Young women want professional results

Some women think men's products work better

Figure 69: Attitudes toward shaving and hair removal, by gender and age, August 2013

## Race and Hispanic Origin

### Key points

Hispanics are highly engaged in the category, though price is a factor

Figure 70: Shaving and hair removal product usage, by race/Hispanic origin, August 2013

Figure 71: Where shaving products are used—Any removal, by race/Hispanic origin, August 2013

Asian consumers seeking added skincare benefits, innovative forms

Black shoppers looking for ethnic specific products

Figure 72: Shopping for shaving products, by race/Hispanic origin, August 2013

Figure 73: Interest in new claims and benefits—Interested and willing to pay, by race/Hispanic origin, August 2013

## Consumer Segmentation

Figure 74: Shaving and hair removal clusters, August, 2013

Group one: Habituals

Opportunities

Group two: Budget driven

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## Opportunities

Group three: Basic

## Opportunities

Group four: Involved

## Opportunities

## Cluster characteristic tables

Figure 75: Shaving and hair removal product usage, by target clusters, August 2013

Figure 76: Where shaving products are used—Any removal, by target clusters, August 2013

Figure 77: Shopping for shaving products, by target clusters, August 2013

Figure 78: Interest in new claims and benefits—Interested and willing to pay, by target clusters, August 2013

Figure 79: Attitudes toward shaving and hair removal, by target clusters, August 2013

## Cluster demographics

Figure 80: Target clusters, by demographics, August 2013

## Cluster methodology

## Key Household Purchase Measures—Information Resources Inc. Builders Panel Data

### Disposable razors

Consumer insights on key purchase measures

#### Brand map

Figure 81: Brand map, selected brands of disposable razors buying rate, by household penetration, 52 weeks ending June 24, 2012

#### Brand leader characteristics

#### Key purchase measures

Figure 82: Key purchase measures for the top brands of disposable razors, by household penetration, 52 weeks ending June 24, 2012

### Refill cartridges

Consumer insights on key purchase measures

#### Brand map

Figure 83: Brand map, selected brands of cartridges buying rate, by household penetration, 52 weeks ending June 24, 2012

#### Brand leader characteristics

#### Key purchase measures

Figure 84: Key purchase measures for the top brands of cartridges, by household penetration, 52 weeks ending June 24, 2012

### Shaving cream

Consumer insights on key purchase measures

#### Brand map

Figure 85: Brand map, selected brands of shaving cream buying rate, by household penetration, 52 weeks ending June 24, 2012

#### Brand leader characteristics

#### Key purchase measures

Figure 86: Key purchase measures for the top brands of shaving cream, by household penetration, 52 weeks ending June 24, 2012

## Appendix – Other Useful Consumer Tables

### Retail channels

Figure 87: Total US retail sales of shaving/hair removal products, by channel, at current prices, 2011-13

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## Usage

Figure 88: Shaving and hair removal product usage, by gender, August 2013

Figure 89: Shaving and hair removal product usage, by brand usage of shaving and hair removal products, August 2013

Figure 90: Shaving and hair removal product usage, by brand usage of shaving and hair removal products, August 2013

Figure 91: Where shaving products are used, August 2013

## Brands and formats used

Figure 92: Brands used of razors, by race/Hispanic origin, January 2012-March 2013

Figure 93: Brands used of disposable razors, by race/Hispanic origin, January 2012-March 2013

Figure 94: Brands of shaving cream used, by race/Hispanic origin, January 2012-March 2013

Figure 95: Brands used of hair removal products, by race/Hispanic origin, January 2012-March 2013

## Shopping for shaving and hair removal products

Figure 96: Shopping for shaving products, by gender, August 2013

## Interest in shaving and hair removal features based on price

Figure 97: Interest in new claims and benefits—Interested and willing to pay, by gender, August 2013

Figure 98: Interest in new claims and benefits—Interested and willing to pay, by household income, August 2013

Figure 99: Interest in new claims and benefits—Interested and not willing to pay, by gender, August 2013

## Attitudes toward shaving and hair removal

Figure 100: Attitudes toward shaving and hair removal, by gender, August 2013

Figure 101: Attitudes toward shaving and hair removal, by household income, August 2013

Figure 102: Attitudes toward shaving and hair removal, by race/Hispanic origin, August 2013

## Appendix – Social Media

### Brand usage or awareness

Figure 103: Brand usage or awareness, women's shaving and hair removal brands, August 2013

Figure 104: Gillette Venus usage or awareness, by demographics, August 2013

Figure 105: Schick for Women usage or awareness, by demographics, August 2013

Figure 106: Skintimate usage or awareness, by demographics, August 2013

Figure 107: Brand usage or awareness, men's shaving and hair removal brands, August 2013

Figure 108: Gillette for Men usage or awareness, by demographics, August 2013

Figure 109: Schick for Men usage or awareness, by demographics, August 2013

Figure 110: Barbasol usage or awareness, by demographics, August 2013

### Activities done

Figure 111: Activities done, women's shaving and hair removal brands, August 2013

Figure 112: Gillette Venus—Activities done, by demographics, August 2013

Figure 113: Schick for Women—Activities done, by demographics, August 2013

Figure 114: Skintimate—Activities done, by demographics, August 2013

Figure 115: Activities done, men's shaving and hair removal brands, August 2013

Figure 116: Gillette for Men—Activities done, by demographics, August 2013

Figure 117: Schick for Men—Activities done, by demographics, August 2013

Figure 118: Barbasol—Activities done, by demographics, August 2013

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### Online conversations

Figure 119: Online mentions, selected shaving and hair removal brands, March 17-Sept. 15, 2013

Figure 120: Mentions, by page type, selected shaving and hair removal brands, March 17-Sept. 15, 2013

Figure 121: Mentions, by type of conversation, selected shaving and hair removal brands, March 17-Sept. 15, 2013

Figure 122: Major areas of discussion surrounding shaving and hair removal brands, March 17-Sept. 15, 2013

### Appendix – Market Drivers

#### Consumer confidence

Figure 123: University of Michigan's index of consumer sentiment (ICS), 2007-13

#### Unemployment

Figure 124: US unemployment rate, by month, 2002-13

Figure 125: US unemployment and underemployment rates, 2007-13

Figure 126: Number of employed civilians in the US, in thousands, 2007-13

#### Racial, ethnic population growth

Figure 127: US population by race and Hispanic origin, 2008, 2013, and 2018

Figure 128: Households with children, by race and Hispanic origin of householder, 2012

#### Shifting US demographics

Figure 129: US population, by age, 2008-18

Figure 130: US households, by presence of own children, 2002-12

### Appendix – Information Resources Inc. Builders Panel Data Definitions

Information Resources Inc. Consumer Network Metrics

### Appendix – Trade Associations

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