

# Men's and Women's Shaving and Hair Removal - UK - September 2013

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“Despite the increasing availability of permanent hair removal devices for use in the home, the high initial cost is still off-putting for most consumers. The convenience, flexibility and price of razors is already of high appeal, although advances in lubricating strips and moisture bars are beginning to cannibalise sales, driving a need for more innovation in the pre-shave sector.”

– Lucy Cornford, Senior Beauty Analyst

## This report looks at the following areas:

- How could the growing trend for beards spell good news for the shaving industry?
- What are the opportunities for added convenience?
- How will an ageing population affect the shaving and hair removal markets?
- What influences women's hair removal?

The UK men's and women's shaving market may be robust in terms of its performance as a core toiletry category, but the sector faces challenges from new hair removal procedures as well as greater acceptability of beards.

The continued emergence of salon-style electrical devices offering permanent hair removal from the home is beginning to make its mark. Value sales of depilatory products are expected to decrease, whilst sales of electrical or battery-powered devices are expected to climb for around the next five years.

Razors and blades remain the driving force for growth for the market, with universal appeal thanks to their easy-use, low-cost proposition, although even this segment faces a potential challenge from the rise in acceptability of the beard. However, this also highlights potential opportunities for shaving hardware manufacturers to innovate in pro-beard care products or razors and shaving preparations designed to remove substantial facial hair comfortably.

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