

Men's and Women's Shaving and Hair Removal - UK - September 2014

Report Price: £1750.00 | \$2834.04 | €2223.04

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“Retail value sales in the shaving and hair removal market stagnated in 2013; however, a focus on new product innovation has seen the category return to growth. Expanding into new and niche areas such as male body hair removal, laser and IPL (Intense Pulsed Light) home devices among others presents an opportunity to retain sales growth in the market.”

– Charlotte Libby, Senior Beauty Analyst

This report looks at the following areas:

- Men's body hair removal becomes a focus for the market
- IPL, laser and hair retardant products threaten the market

Innovation in the shaving and hair removal market continues to focus on male-oriented products, with a particular trend towards male body hair removal and a return to tradition-inspired shaving and facial hair grooming.

Consumer research for this report explores attitudes towards body hair and the societal pressures felt by women and men to remove it, and well as salon hair removal treatments and feelings towards shaving preparation products.

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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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