

## Shaving and Hair Removal - UK - October 2016

Report Price: £2463.80 | \$3990.00 | €3129.79

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“Driven by a spike in NPD, a rise in advertising spend and changes in hair removal trends, the shaving and hair removal category returned to growth in value in 2015 following years of decline. Consumers are showing evidence of shaving more (both at a higher frequency and a greater area of their bodies) boosting sales of razors and blades in particular.”

– **Roshida Khanom, Senior Personal Care Analyst**

This report looks at the following areas:

- Razors see a resurgence
- Opportunities to further expand male grooming
- Women can be encouraged to trade up on shaving preparation products
- Subscriptions and the online channel could change market dynamics

The shaving and hair removal category grew 6.5% to £598 million in 2015 driven by a spike in new product launches and promotional activity. However growth is not expected to last, with the market estimated to decline by 5.2% to £576 million in 2016 as the accessibility of discount retailers continues to fuel savvy shopping behaviours.

Potential for growth is in encouraging more women to use shaving preparations, or to trade up on the products they currently use. In terms of the male market, encouraging men to expand on their product repertoire and the development of new grooming tools could also help to increase spend in the category.

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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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Subscriptions and the online channel could change market dynamics

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The implications

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