

Shaving Products and Depilatories - UK - December 2009

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What is this report about?

This report assesses the performance of the £523 million shaving and depilatories market since the last Mintel report was published in July 2007. After a period of continued growth, sales of shaving and depilatory products have dropped by an estimated 3% in value in 2009. This has been led by replacement blade sales as consumers buy more handles more regularly.

While the razor sector's preoccupation with multiple-blades continues, manufacturers are looking to new botanical ingredients, pivot technology and multi-functional products to move the market forward.

What have we found out?

- Razors and shavers are a standard item used by an estimated 23.4 million men and 21 million women. Usage levels have remained steady.
- The recession has had a minimal impact on spending habits. In recent months, very few people have cut back on how much they spend on shaving preparations, but they do keep an eye out for special offers.
- Sales (by value) have been dampened by heavy promotional discounting and a drop in the number of heavy users, most notably in men's razors, blades and electric shavers.
- Brand loyalty is high. Although loyalty is spread across a handful of favourite brands. People are not always loyal to the same brand for both shaving hardware and software.
- More than one in ten consumers experiment with new brands and formats but quality and performance are key to encouraging people who switch brands to continue buying the new brand.
- Men are motivated to buy shaving products on the basis of performance whereas women are motivated by permanence. Men want products that cut close but don't irritate, whereas women want products that keep them hair-free for longer.

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