

# Men's and Women's Shaving and Hair Removal - UK - June 2012

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"Usage of wet razors and blades is highest among women aged 35-44 and those who buy beauty products from The Body Shop, specialist beauty retailers and department stores. There is potential for these retailers to focus more heavily on a whole body category, with products ranging from hair removal to body sculpting, moisturising and fragrancing."

– Michelle Strutton, Senior Consumer Analyst

## In this report we answer the key questions:

- Can the current consumer base be expanded?
- Which products have potential to expand usage?
- Do own-labels stand a chance?
- Is the permanent hair removal sector a threat?

The market is split into two broad categories: shaving hardware and shaving preparations/ depilatories.

### Shaving hardware

Wet shave hardware includes: disposable razors, shaving systems and replacement blades for wet shaving to be used by both men and women.

Electric and battery shavers (including epilators) includes: electric shavers, such as Remington MicroScreen and Philishave, are also referred to as electric hardware. Beard or hair trimmers are not included, however. Women's electric shavers, such as Philips Ladyshave, as well as epilators are also covered under electric hardware. All-over body hair removers, such as Philips Bodygroom, are also included.

### Shaving preparations/ depilatories

Shaving preparations includes products such as gels, foams, creams, lotions and oils that are used to lubricate prior to wet shaving. Such products may be targeted at both men and women.

Depilatory products and bleaches include depilatory creams and lotions, waxing and sugaring products for home use. Bleaches such as Jolen that lighten excess dark hair, eg facial hair, are also included.

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