

Shaving and Hair Removal - UK - October 2018

Report Price: £1995.00 | \$2693.85 | €2245.17

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"As both genders feel the pressure to be hair-free, hair removal rates have seen a rise, however, the category continues to show a decline with little in NPD encouraging people to trade up. The beard trend shows no evidence of waning with the razors and blades segment reflecting the impact, whilst savvy shopping behaviours have resulted in a more scrupulous shopper."

- Roshida Khanom, Associate Director BPC

This report looks at the following areas:

- Hair removal is on the up, but the market is declining
- The battle of the shaving brands

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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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- Home hair removal is preferred
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