

## Shaving and Hair Removal Products - US - September 2018

Report Price: £3254.83 | \$4395.00 | €3662.99

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"Although usage of razors is nearly universal, the value-driven nature of the category, shifting expectations of shaving and hair removal, and increased competition from online retailers and subscription services continue to challenge the category."  
**- Olivia Guinaugh, Home & Personal Care Analyst**

This report looks at the following areas:

- Shaving and hair removal market continues to decline
- Consumers turn to lower-priced razors
- Aging population presents challenges as hair removal needs lessen with age
- Younger women feel less pressure to shave

Tapping into shifting shaving trends among men and women by expanding offerings could be an opportunity for brands to combat struggling sales. Consumer interest in innovations focused on convenience and sustainability are also important drivers for category growth.

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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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Shaving and hair removal trends impact product usage

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Usage of razors is nearly universal

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Most purchases made in-store, but online channels have momentum  
 Adults see value in shaving preparation products and disposables  
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