

Shaving and Hair Removal: Inc Impact of COVID-19 - UK - April 2020

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“The COVID-19 outbreak will accelerate the price-driven nature of this sector, meaning that a market that was already expected to be in decline will face an even greater short-term challenge.”

– **Emilia Tognacchini, Junior Research Analyst** –
28th April 2020

This report looks at the following areas:

However, consumers do show interest in added-value propositions, such as skincare benefits and personalisation, indicating NPD opportunities for brands in the longer term. We also expect to see renewed interest in sustainability and eco-friendly options in the wake of the COVID-19 crisis, which will open up new angles that brands can explore.

- **The impact of COVID-19 on consumer behaviour and the Shaving and Hair Removal market.**
- **How the market will fare the post-COVID-19 slowdown**
- **The value of individual segments and brand performance in 2019**
- **Launch activity and consumer interest in innovation**
- **Hair removal behaviours amongst consumers and methods used**

Although facial and body hair removal remained stable, the size of the shaving and hair removal category has declined for the fourth consecutive year in 2019 and is estimated to decline by a further 3.5% in 2020. The trend is driven by price-sensitive shopping behaviours as well as reduced frequency of hair removal, behaviours which will be amplified by the COVID-19 outbreak. The lockdown period will see hair removal routines relax, whilst price sensitivities will be heightened as household finances are squeezed.

However, interest in innovation is strong, indicating growth opportunities for brands to increase spend by tapping into consumer desire for personalisation as well as eco-friendly formats.

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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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The facts

The implications

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