

# Shaving and Hair Removal Products - US - 2022

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## This report looks at the following areas:

- The impact of COVID-19 on consumer behavior and the shaving and hair removal market
- How usage trends impact the shaving and hair removal market
- How category players are innovating offerings to stand out from the competition
- What consumers want from the category and why

While razors are consumers' go-to product for hair removal, regardless of age, adults aged 18-44 (particularly those aged 25-34) are more likely than average to use other hair removal methods. This group's openness to try more hair removal methods and products positions them as a key opportunity for growth.

While price hikes due to inflation could lead some shoppers to trade down to less-expensive options, category players that are open and transparent with consumers about price increases could earn long-term loyalty.

Although the US is somewhat entering the recovery phase of the pandemic, overall frequency of shaving and hair removal routines has shown minimal to no change in the past year, indicating that consumers are still taking a relaxed approach to the category.

Given the elevated level of importance being placed on skin health, category players that pivot their strategies to incorporate and promote more skin health benefits will see success in today's wellness-focused environment, especially since 21% of adults already follow a skincare routine to help prevent skin irritation from hair removal.



"With the exception of 2021, the market has experienced sluggish sales since 2017, which can partially be attributed to the highly saturated landscape and value-driven mindset of category shoppers."

– Olivia Guinaugh, Senior Beauty & Personal Care Analyst

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