



Shaving and Hair Removal - US - 2023

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This report looks at the following areas:

- The impact of inflation 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

58% of adults aged 18-24 said they have cut down on the number of shaving and hair removal products they purchase to reduce their environmental footprint, showcasing that younger adults purchasing and consumption patterns may differ compared to their older counterparts, and understanding this demographic is key in creating lifelong loyalty.

While only about one in five shaving and hair removal users report switching products due to a price increase in the last 12 months, higher-priced innovations may require additional purchase influence as consumers cling to what they know in economic uncertainty.

Even with stability of usage among most adults, the shaving and hair removal market may see stunted category growth due to eco-friendly consumption behaviors and evolving perceptions of facial and body hair, especially among younger consumers.

Even in an established marketplace, brands that go the extra mile to showcase value beyond price and functionality, through attributes that are long-lasting, convenient and endorsed by skin professionals may see further success.



“The shaving and hair removal market remains stable in terms of usage and consumption thanks to the functionality and essential nature of the category. However, obstacles to growth exist as consumers evaluate their BPC routines through a lens of intentionality, eco-friendly behaviors and budgeting.”
- Carson Kitzmiller, Senior Beauty & Personal Care Analyst

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Table of Contents

OVERVIEW

- **What you need to know**
- **This Report looks at the following areas**
- **Definition**
- **Market context**

EXECUTIVE SUMMARY

- **Top takeaways**
- **Consumer trends**
- **Product usage is stable, but the market may still see shifting purchase behaviors**

Figure 1: Product usage (NET), 2021-23

Figure 2: Select product usage, by household income, 2023

Figure 3: Select behaviors toward hair removal, by age and household income, 2023

- **Long-lasting, convenient and multipurpose products speak to consumer desires**

Figure 4: Select purchase attitudes and behaviors, 2023

Figure 5: Different product usage for different parts of the body, by age, 2023

- **Mass appeal in physical stores**

Figure 6: Retailers shopped in the last 12 months, 2023

Figure 7: Shopping channels (Net), by household income, 2023

- **Competitive strategies**
- **Inclusivity takes different shapes**
- **Opportunity exists to evolve the women's market**
- **Infuse fun into mundane routines**
- **Market predictions**

Figure 8: Total US sales and fan chart forecast of shaving and hair removal products, at current prices, 2017-27

Figure 9: Category outlook, 2023-28

- **Opportunities**
- **Take cues from the men's grooming market**
- **Inclusivity can be achieved through a micro-targeted approach**
- **Connect minimalist routines and sustainability**

MARKET SIZE AND FORECAST

- **Market to remain limited**

Figure 10: Total US sales and fan chart forecast of shaving and hair removal products, at current prices, 2017-27

What's included

Executive Summary

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Shaving and Hair Removal - US - 2023



Report Price: £3695 | \$4995 | €4400

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Figure 11: Total US sales and forecast of shaving and hair removal products, at current prices, 2017-27

Figure 12: Total US retail sales and forecast of shaving and hair removal products, at inflation-adjusted prices, 2017-27

SEGMENT PERFORMANCE

- Non-disposables continue to gain ground over disposable razors**

Figure 13: Total US retail sales and forecast of shaving and hair removal products, by segment, at current prices, 2017-27

Figure 14: Total US retail sales of shaving and hair removal products, by segment, at current prices, 2020 and 2022

- Electric shavers market remains static**

Figure 15: US multi-outlet sales of electric shavers, at current prices, 2017-22

MARKET DRIVERS

- Expect inflation and cost increases to still impact purchase behaviors**

Figure 16: Disposable Personal Income change from previous period, 2013-23

Figure 17: Consumer Price Index change from previous period, 2013-23

Figure 18: Select purchase attitudes and behaviors due to cost increases, 2023

- Category to likely grow with population growth**

Figure 19: Population by generation, 2017-27

- The fine line between consumption and sustainability**

Figure 20: Leaf razors

MARKET SHARE/KEY PLAYERS

- Top three players remain unshaken; P&G reigns the top spot**

Figure 21: Gillette Venus dermaplaning kit

Figure 22: Gillette labs Exfoliating bar razor

Figure 23: Glee The Face Wax

- Harry's and Flamingo find continued success in the non-disposable market**

Figure 24: Harry's and Flamingo Face & Body Pride Shave Set, 2022

- Eos' skin-first shaving portfolio connects with younger consumers**

Figure 25: Eos UltraProtect Shave Cream, 2023

- Sales of shaving and hair removal products by company**

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

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Report Price: £3695 | \$4995 | €4400

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 26: Multi-outlet sales of shaving and hair removal products, by leading companies, rolling 52 weeks 2022 and 2023

- Company/brand sales by segment**

Figure 27: Multi-outlet sales of refill cartridges, by leading companies and brands, rolling 52 weeks 2022 and 2023

Figure 28: Multi-outlet sales of disposable razors, by leading companies and brands, rolling 52 weeks 2022 and 2023

Figure 29: Multi-outlet sales of non-disposable razors, by leading companies and brands, rolling 52 weeks 2022 and 2023

Figure 30: Multi-outlet sales of shaving cream, by leading companies and brands, rolling 52 weeks 2022 and 2023

Figure 31: Multi-outlet sales of depilatories, by leading companies and brands, rolling 52 weeks 2022 and 2023

Figure 32: Multi-outlet sales of electric shavers, by leading companies and brands, rolling 52 weeks 2022 and 2023*

COMPETITIVE STRATEGIES AND MARKET OPPORTUNITIES

- Inclusivity takes many shapes in the shaving category**

- Tackle skin concerns with ingredient-first storytelling**

Figure 33: fur product regimens

- Catering to Black skin**

- Acceptance of hair... everywhere**

Figure 34: Amazon prime ad: 'Tache | It's on Prime', 2023

Figure 35: 'Smoothness When You Need It Most: Your Interview' eos shaving commercial, 2022

- Getting intimate**

Figure 36: Gillette Venus for pubic hair and skin

- Opportunity exists among females within pre- and post-shaving routines**

Figure 37: Global shaving preparations product launches, targeting male or females, 2018-22

Figure 38: Deo Doc shaving trio

Figure 39: Schick Hydro Silk dermaplaning routine

- Infusion of "fun" may bring more eyes to a highly functional category**

Figure 40: joy+glee product line

Figure 41: Wakse at-home waxing

Figure 42: Billie Moonbeam glow in the dark razor handle, 2023

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

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THE SHAVING AND HAIR REMOVAL CONSUMER – FAST FACTS

USAGE OF RAZORS AND SHAVING PRODUCTS

- **Product usage remains consistent; disposables still see majority usage**
Figure 43: Select product usage (NET), 2021-23
- **Take cues from the men's grooming market**
Figure 44: Select product usage, by gender, 2023
Figure 45: Bushbalm Trimmer Kit
- **Adults aged 18-24 should be prime target to build loyalty**
Figure 46: Select product usage (net), by age, 2023
- **HHI impacts supplemental product usage**
Figure 47: Select product usage, by household income, 2023
Figure 48: Gillette Venus dermaplaning kit

USAGE OF OTHER HAIR REMOVAL PRODUCTS

- **Get men on board with at-home maintenance tools**
Figure 49: Select product usage (NET), by gender, 2023
Figure 50: Nad's for Men Down Under hair removal cream, January 2023
- **Connect easy-to-use formats and sensitive skin claims to appeal to Black hair removal cream users**
Figure 51: Usage of hair removal creams or gels, by race and Hispanic origin, 2023
Figure 52: Nair roll-on and spray formats
- **At-home waxing an opportunity among younger consumers**
Figure 53: Select product usage (NET), by age, 2023
Figure 54: Flamingo Bikini Hair Wax Kit

HAIR REMOVAL DETAIL

- **Build discretionary categories with all-over claims**
Figure 55: Hair removal detail, 2023
- **Wide array of formats are appealing for lower body hair removal**
Figure 56: Shaving and hair removal detail on legs and pubic region, 2023
- **Translate facial shaving claims to the body**
Figure 57: Select Hair removal detail (NET), by gender, 2023
Figure 58: Gillette Intimate men's pubic hair razor, March 2023

USAGE OF PROFESSIONAL HAIR REMOVAL SERVICES AND HAIR REMOVAL DETAIL

- **Bring services and consumer goods together**

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Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

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Figure 59: Usage of professional hair removal services by area, 2021-23

- **Premium hair removal services inspire a new wave of consumer-facing NPD**

Figure 60: Usage of professional hair removal services, by age, 2023

Figure 61: Wakse Ultimate Face & Body Waxing Kit

Figure 62: Ulike IPL Hair Removal

Figure 63: Hydro Silk® Easy Control Sugar Wax Roller

- **Professional beard grooming can elevate to appeal to all ages**

Figure 64: Professional beard/facial hair grooming usage, by age, 2023

Figure 65: Male grooming shops elevated, 2023

SHAVING AND HAIR REMOVAL ROUTINES

- **Bring benefits to the skin to promote further usage**

Figure 66: Frequency of shaving and hair removal, 2021-23

- **Provide options to lower income consumers**

Figure 67: Select behaviors towards hair removal, by household income, 2023

- **Prove it with multifunctional products**

Figure 68: Different product usage for different parts of the body, by age, 2023

RETAILERS AND CHANNELS SHOPPED

- **It's still a mass market game**

Figure 69: Retailers shopped in the last 12 months, 2023

- **In-store strategies should support lower and higher income consumers alike**

Figure 70: Shopping channels (Net), by household income, 2023

- **Capitalize on parents' omni-channel purchasing through convenience and replenishment positioning**

Figure 71: Retailers shopped, by parental status, 2023

Figure 72: Shopping channels (NET), by parental status, 2023

Figure 73: Athena Club launches at target, March 2023

PURCHASE ATTITUDES AND BEHAVIORS

- **What defines value?**

Figure 74: Select purchase attitudes and behaviors, 2023

Figure 75: Kitch safety razor value proposition

- **Minimalist routines and sustainability can go hand in hand**

Figure 76: Environmentally friendly behaviors, by age, 2023

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

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Report Price: £3695 | \$4995 | €4400

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 77: Frank-li sustainable razors features

- **Boost usage by promoting gentleness and skin solutions for multicultural consumers**

Figure 78: Select attitudes toward hair removal, by race and Hispanic origin, 2023

Figure 79: Bevel Shave products

Figure 80: Nair Spa Sugar all-over body hair remover

- **Trade-down behavior seen across household incomes and ages**

Figure 81: Select behaviors toward hair removal, by age and household income, 2023

APPENDIX – DATA SOURCES AND ABBREVIATIONS

- **Data sources**
- **Sales data**
- **Forecast**
- **Consumer survey data**
- **Abbreviations and terms**
- **Abbreviations**
- **Terms**

APPENDIX – THE MARKET

Figure 82: Total US sales and fan chart forecast of shaving and hair removal products, worst/best case scenarios, at current prices, 2017-27

Figure 83: Average annual household spending on shaving and hair removal products, 2017-22

Figure 84: Total US retail sales and forecast of refill cartridges, at current prices, 2017-27

Figure 85: Total US retail sales and forecast of refill cartridges, at inflation-adjusted prices, 2017-27

Figure 86: Growth of multi-outlet dollar sales and volume sales of refill cartridges, 2017-22

Figure 87: Total US retail sales and forecast of disposable razors, at current prices, 2017-27

Figure 88: Total US retail sales and forecast of disposable razors, at inflation-adjusted prices, 2017-27

Figure 89: Growth of multi-outlet dollar sales and volume sales of disposable razors, 2017-22

Figure 90: Total US retail sales and forecast of non-disposable razors, at current prices, 2017-27

Figure 91: Total US retail sales and forecast of non-disposable razors, at inflation-adjusted prices, 2017-27

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

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Shaving and Hair Removal - US - 2023



Report Price: £3695 | \$4995 | €4400

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 92: Total US retail sales and forecast of shaving cream, at current prices, 2017-27

Figure 93: Total US retail sales and forecast of shaving cream, at inflation-adjusted prices, 2017-27

Figure 94: Total US retail sales and forecast of depilatories, at current prices, 2017-27

Figure 95: Total US retail sales and forecast of depilatories, at inflation-adjusted prices, 2017-27

Figure 96: Total US retail sales of shaving and hair removal products, by channel, at current prices, 2017-22

Figure 97: Total US retail sales of shaving and hair removal products, by channel, at current prices, 2017-22

Figure 98: US supermarket sales of shaving and hair removal products, at current prices, 2017-22

Figure 99: US drugstore sales of shaving and hair removal, at current prices, 2017-22

Figure 100: US sales of shaving and hair removal through other retail channels, at current prices, 2017-22

APPENDIX – THE CONSUMER

Figure 101: Product Usage (NET), 2021-23

Figure 102: Shopping channels (NET), 2023

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

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