

Shaving and Hair Removal Products - Canada - 2023

Report Price: £3695 | \$4995 | €4400

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This report looks at the following areas:

- Market drivers impacting the shaving and hair removal markets, including inflation.
- Shaving and hair removal formats used in the past 12 months.
- Areas of the body targeted for hair removal and formats used.
- Shaving and hair removal shopping behaviours.
- Interest in hair removal innovations.
- Shaving and hair removal attitudes.

Product availability, preferences and a desire to avoid paying a 'pink tax' have female shoppers looking beyond traditional female hair removal products. Half (51%) of women sometimes use products not 'made' for their gender. Unisex products are expected to gain popularity as versatile options for all shoppers.

The rising cost of living has consumers seeking better value from their shaving and hair removal products. With a quarter (25%) of consumers already purchasing private label hair removal brands, name brands must defend against trading-down behaviours by highlighting claims that will add value in the minds of consumers, namely skincare and convenience benefits.

While hair removal is considered to be a regular and routine behaviour, the acceptance of diverse styles and approaches to body hair may hinder growth opportunities for certain segments. As brands encourage their customers to remove hair only if and when they choose, more consumers will gain the confidence to shrug off convention and reduce or eliminate 'unnecessary' hair removal.

Expanding hair removal skincare supports is a strong opportunity for growth. Over a third of consumers express interest in innovations with long-lasting skincare benefits (36%) or hair removal products formulated with skincare ingredients (34%). Almost half (45%) of consumers are already using a skincare



"Shaving and hair removal are considered routine behaviours for the majority of Canadian consumers. The cost of living increases have encouraged consumers to seek additional value in their products, while still demanding multiple benefits like skin health and convenience."

– **Meghan Ross, Senior Analyst – Home & BPC**

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routine to alleviate irritation, showcasing an openness to include this aspect into their hair removal routine.

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