

Shaving and Hair Removal - US - April 2017

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The shaving and hair removal market continues to struggle due to a highly saturated landscape as well as consumers taking a value-driven mindset to shopping the category. Mintel forecasts that sales will remain flat over the next five years, as market competition remains.

- Rebecca Cullen, Home & Personal Care Analyst

This report looks at the following areas:

- Consumers opt for lower-priced options, aging population presents challenges
- Consumers price driven, limited brand loyalty

Performance in the shaving and hair removal market has been lackluster due to a saturated landscape, increasing competition from subscription services and online retailers, and a value-driven mindset among adults. Interest in skin-added benefits can present opportunities for brands to better reach consumers and offset category frustrations, while smart features that improve razor performance may encourage increased consumer spend.

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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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