

Depilatories in Taiwan

April 2024

Table of Contents

Depilatories in Taiwan - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Sales remain positive as consumers resume social activities following COVID-19

Hair removal cream gains popularity as an affordable option

Edgewell Persona Care Taiwan Ltd remains the leading brand with a wide offerings

PROSPECTS AND OPPORTUNITIES

Players will seek opportunities by adding more features, including skin care Laser hair removal and IPL devices becomes an ongoing threat to depilatories

Male consumers increasingly seek hair removal products

CATEGORY DATA

- Table 1 Sales of Depilatories by Category: Value 2018-2023
- Table 2 Sales of Depilatories by Category: % Value Growth 2018-2023
- Table 3 Sales of Women's Razors and Blades by Type: % Value Breakdown 2019-2023
- Table 4 NBO Company Shares of Depilatories: % Value 2019-2023
- Table 5 LBN Brand Shares of Depilatories: % Value 2020-2023
- Table 6 Forecast Sales of Depilatories by Category: Value 2023-2028
- Table 7 Forecast Sales of Depilatories by Category: % Value Growth 2023-2028

Beauty and Personal Care in Taiwan - Industry Overview

EXECUTIVE SUMMARY

Beauty and personal care in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for beauty and personal care?

MARKET DATA

- Table 8 Sales of Beauty and Personal Care by Category: Value 2018-2023
- Table 9 Sales of Beauty and Personal Care by Category: % Value Growth 2018-2023
- Table 10 GBO Company Shares of Beauty and Personal Care: % Value 2019-2023
- Table 11 NBO Company Shares of Beauty and Personal Care: % Value 2019-2023
- Table 12 LBN Brand Shares of Beauty and Personal Care: % Value 2020-2023
- Table 13 Penetration of Private Label in Beauty and Personal Care by Category: % Value 2018-2023
- Table 14 Distribution of Beauty and Personal Care by Format: % Value 2018-2023
- Table 15 Distribution of Beauty and Personal Care by Format and Category: % Value 2023
- Table 16 Forecast Sales of Beauty and Personal Care by Category: Value 2023-2028
- Table 17 Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2023-2028

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SOURCES

Summary 1 - Research Sources

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