

Shaving and Hair Removal Products - US - September 2014

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“Today’s shaving and hair removal product consumer wants convenience and economy. Although the biggest innovations came in cartridge razors, the only segment to grow in the last two years was disposable razors, as consumers demonstrate a continual willingness to use products that are “good enough” and affordable.”
 – Shannon Romanowski, Senior Beauty and Personal Care Analyst

This report looks at the following areas:

- Disposables are good enough; premium is not worth the price
- Hair removal services going mainstream among young consumers
- Depilatories have developed a bad odor
- Consumers are generally unengaged in the shaving category, not interested in “doing it right” or following a regimen

The shaving and hair removal products market has seen sales decline in recent years as consumers trade down from cartridge razor systems to disposables, and use of shaving creams and depilatory products remains inconsistent. However, substantial differences in attitudes toward shaving based on consumer age, gender, ethnicity, and employment status offer hope for marketers to discover new niches in which to garner greater product interest.

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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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