

## Shaving and Hair Removal: Incl Impact of COVID-19 - US - April 2020

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“Over the last few years, consumers, particularly younger adults, have been taking a relaxed approach to their shaving and hair removal routines, contributing to the market's sluggish sales growth.”

– **Olivia Guinaugh** – Home and Personal Care Analyst

This report looks at the following areas:

- How the COVID-19 outbreak impacts consumer behaviors and the shaving and hair removal products market as a whole
- How the market will fare the post-COVID-19 slowdown
- Consumers' shaving and hair removal behaviors and usage of products
- Launch activity and consumer interest in innovation

With more Americans practicing social distancing and working from home due to shelter-in-place orders, consumers will take an even more relaxed approach to their grooming routines, as removing unwanted hair is not perceived as a necessity in today's COVID-19 environment. As a result, the market is expected to take a short-term hit in 2020 as a direct result of the COVID-19 outbreak. Once restrictions are lifted and people resume normal routines, typical hair removal behaviors will likely shift back in place, allowing the market to stabilize with continued slow growth.

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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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