



Euromonitor  
International

# Depilatories in Brazil

May 2026

Table of Contents

## [Depilatories in Brazil - Category analysis](#)

### KEY DATA INSIGHTS

#### 2025 DEVELOPMENTS

Premiumisation and Innovation Drive Value Growth Amid Cautious Spending

#### KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Depilatories

#### INDUSTRY PERFORMANCE

Premiumisation and Innovation Drive Value Growth Amid Cautious Spending

Hair Removers and Razors Capitalise on Comfort and Value for Growth

Chart 2 - Gillette's Pre Shave Cream Merges Depilation and Skin Care

Depil Bella's Lavender Wax Exemplifies Sensorial Innovation

Chart 3 - Depil Bella's Cera Confete Lavanda

Chart 4 - Value Sales 2020-2030

Chart 5 - Volume Sales 2020-2030

Chart 6 - Value Sales by Category 2025

#### WHAT'S NEXT?

Selective Value Growth Will Be Driven by Innovation and Changing Consumer Priorities

Hair Removers Face Volume Pressure While Women's Razors Expand Rapidly

Consumer Wellness Trends and Digital Commerce to Reshape Growth Opportunities

Chart 7 - Forecast Value Sales 2020-2030

Chart 8 - Forecast Value Sales by Category 2025-2030

#### COMPETITIVE LANDSCAPE

Leading Manufacturers Sustain Their Dominance with Stable Market Shares

Innovation and Consumer Focus on Comfort Offer Growth Avenues

Chart 9 - Company Shares 2025

Chart 10 - Brand Shares 2025

#### CHANNELS

Pharmacies Lead Retail Sales as Omnichannel Strength Drives Growth

Rising E-Commerce Share Reshapes Depilatories Shopping Behaviour

Innovation and Sensory Wellness Shape Retail Trends and Brand Success

Chart 11 - Retail Channels 2020-2025

#### ECONOMIC CONTEXT

Chart 12 - Economic Context for Depilatories

Chart 13 - Real Gdp Growth 2020-2030

Chart 14 - Inflation 2020-2030

#### CONSUMER CONTEXT

Chart 15 - Consumer Context for Depilatories

Chart 16 - Population 2020-2030

Chart 17 - Consumer Expenditure 2020-2030

Chart 18 - Population by Generation 2025

#### COUNTRY REPORTS DISCLAIMER

[Beauty and Personal Care in Brazil - Industry Overview](#)

#### EXECUTIVE SUMMARY

Selective Consumption Sustains Growth Amid Economic Caution and Digital Transformation

## KEY DATA INSIGHTS

### KEY INDUSTRY TRENDS

Chart 19 - Key Industry Trends for Beauty and Personal Care

### INDUSTRY PERFORMANCE

Selective Consumption Sustains Growth Amid Economic Caution and Digital Transformation

Arabic Fragrances Redefining Consumer Routines in Dynamic Fragrances Category

Chart 20 - Arabic Fragrances Reshape the Brazilian Market

Lifestyle-Driven Beauty Propels Category Evolution with Digital and Ritual Innovations

Chart 21 - TikTok Shop Accelerates Beauty Sales Via Live and Social Commerce

Chart 22 - Analyst Insight for Beauty and Personal Care

Chart 23 - Value Sales 2020-2030

Chart 24 - Volume Sales 2020-2030

Chart 25 - Value Sales by Category 2025

### WHAT'S NEXT?

Manufacturers Adapt to Tax Reform and Emerging Consumer Segments to Sustain Growth

Mass Segment Will Polarise around Clear Propositions

Social Commerce and Creator Economy to Reshape Retail and Brand Strategies

Chart 26 - Forecast Value Sales 2020-2030

Chart 27 - Forecast Value Sales by Category 2025-2030

### COMPETITIVE LANDSCAPE

Leading Manufacturers Consolidate Positions Amid Evolving Consumer Preferences

Chart 28 - Principia Democratises Science-Led Skin Care

Mergers and Acquisitions and Innovation Accelerate Market Evolution, Creating Strategic Growth Avenues

Chart 29 - Company Shares 2025

Chart 30 - Brand Shares 2025

### CHANNELS

Offline Retail Dominance Challenged by Rapid E-Commerce Growth in Brazil

Social Commerce and Shoppertainment Reshape Retail Dynamics with Immersive Experiences

Retail E-Commerce Accelerates Growth by Combining Convenience and Content-Driven Discovery

Chart 31 - Retail Channels 2020-2025

### ECONOMIC CONTEXT

Chart 32 - Economic Context for Beauty and Personal Care

Chart 33 - Real Gdp Growth 2020-2030

Chart 34 - Inflation 2020-2030

### CONSUMER CONTEXT

Chart 35 - Consumer Context for Beauty and Personal Care

Chart 36 - Population 2020-2030

Chart 37 - Consumer Expenditure 2020-2030

Chart 38 - Population by Generation 2025

### COUNTRY REPORTS DISCLAIMER

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research

spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/depilatories-in-brazil/report](http://www.euromonitor.com/depilatories-in-brazil/report).