



# Passport

## Depilatories in France

Euromonitor International

May 2024

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# DEPILATORIES IN FRANCE - CATEGORY ANALYSIS

## KEY DATA FINDINGS

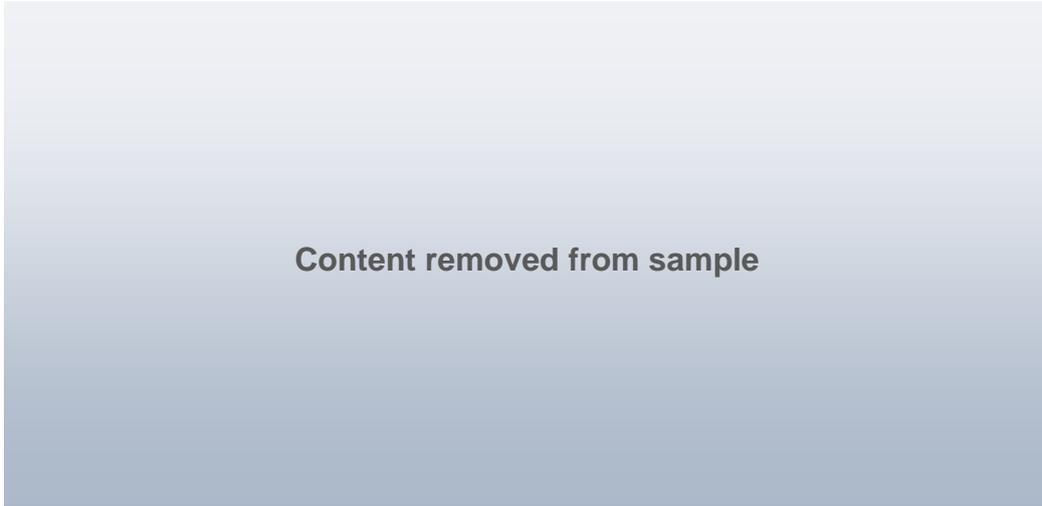
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## 2023 DEVELOPMENTS

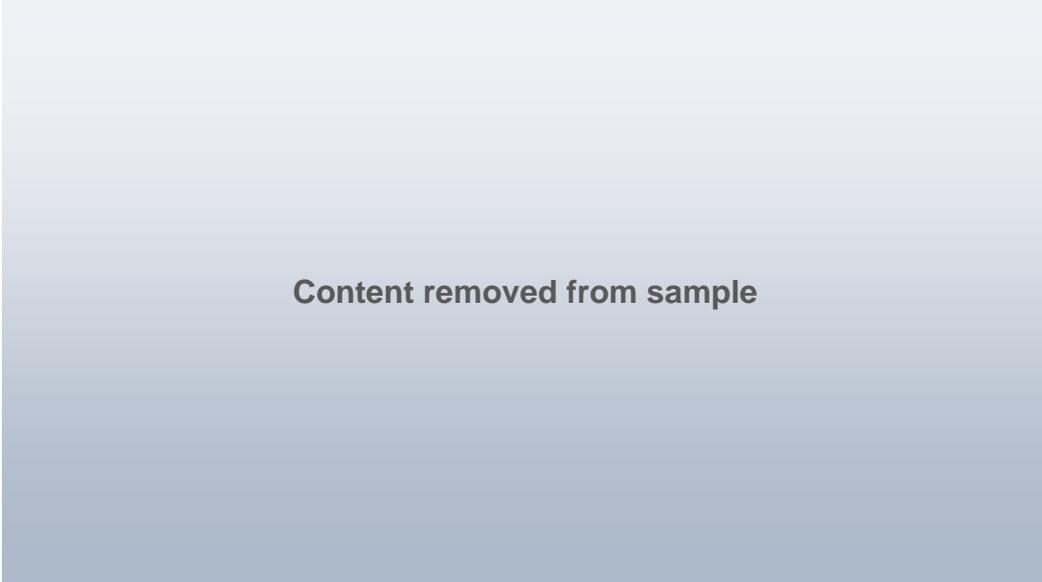
Rise of beauty salons, anti-hair removal trend, and inflationary pressures pose challenges for depilatories

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### Promotions are gaining increasing importance

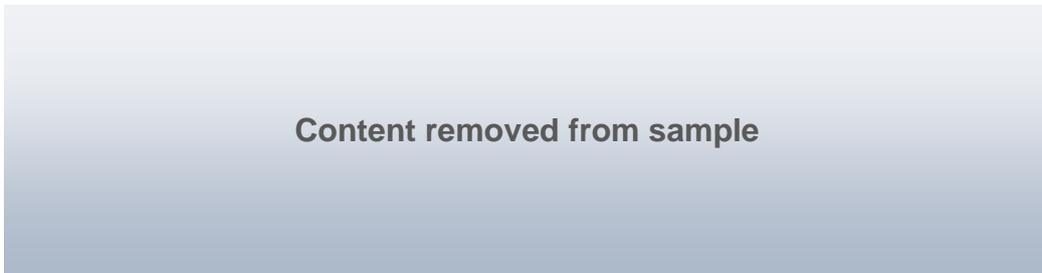


### Refillable razor systems on the rise



## PROSPECTS AND OPPORTUNITIES

At-home hair removal solutions will continue to threaten the growth of depilatories



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Focus on innovation to attract consumers

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Eco-friendly solutions expected to become more readily available and popular

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**CATEGORY DATA**

**Table 1 Sales of Depilatories by Category: Value 2018-2023**

EUR million	2018	2019	2020	2021	2022	2023
Depilatories	<b>Data removed from sample</b>					
Hair Removers/Bleaches						
Women's Pre-Shave						
Women's Razors and Blades						

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

**Table 2 Sales of Depilatories by Category: % Value Growth 2018-2023**

% current value growth	2022/23	2018-23 CAGR	2018/23 Total
Depilatories	<b>Data removed from sample</b>		
Hair Removers/Bleaches			
Women's Pre-Shave			
Women's Razors and Blades			

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

**Table 3 Sales of Women's Razors and Blades by Type: % Value Breakdown 2019-2023**

% retail value rsp	2019	2020	2021	2022	2023
Disposables	<b>Data removed from sample</b>				
Systems					
Systems - Razors					
Systems - Refill Blades					
Total					

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

**Table 4 NBO Company Shares of Depilatories: % Value 2019-2023**

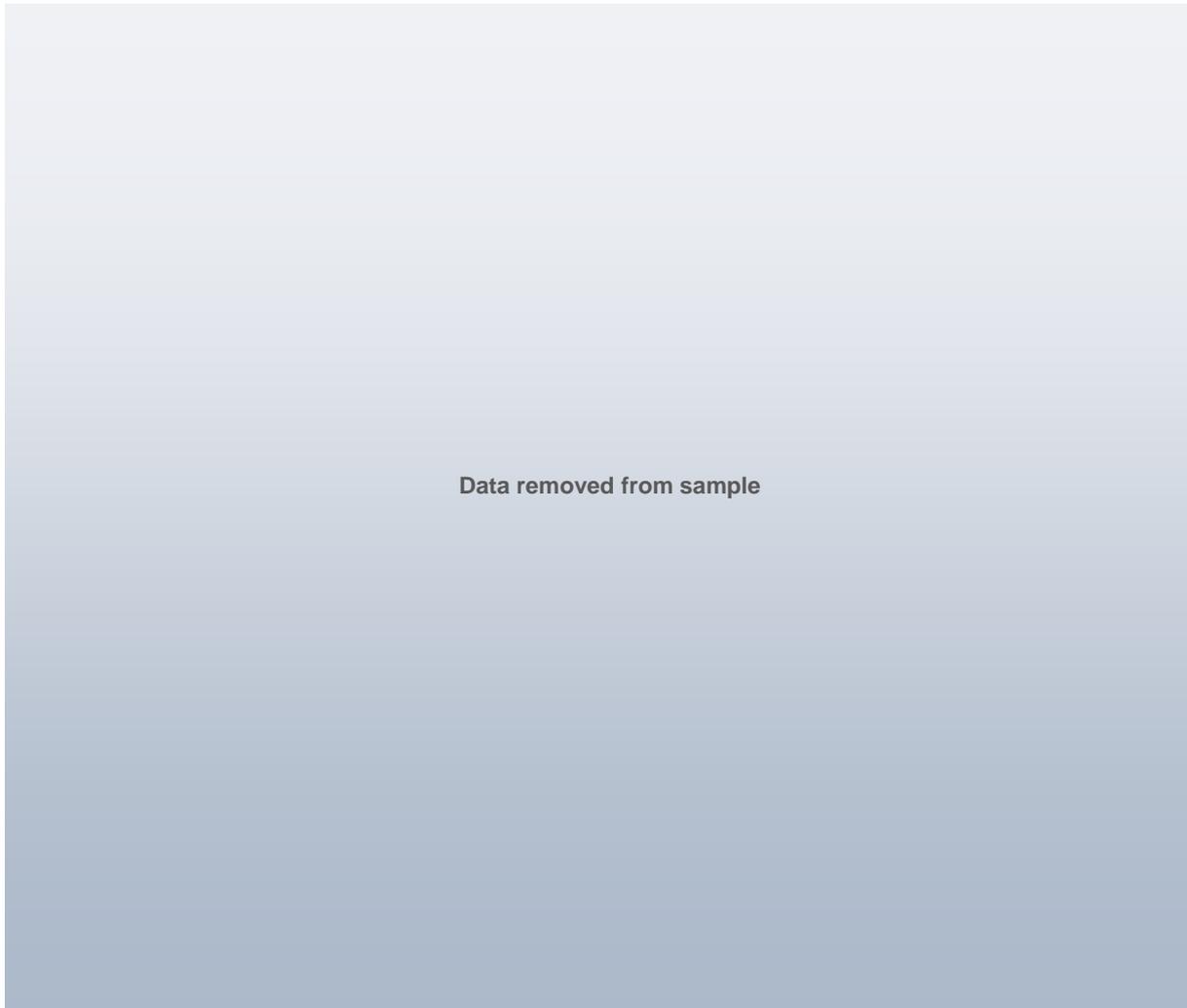
% retail value rsp	2019	2020	2021	2022	2023
Company	<b>Data removed from sample</b>				



Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

**Table 5** LBN Brand Shares of Depilatories: % Value 2020-2023

% retail value rsp Brand (GBO)	Company (NBO)	2020	2021	2022	2023
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**Data removed from sample**

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

**Table 6 Forecast Sales of Depilatories by Category: Value 2023-2028**

EUR million	2023	2024	2025	2026	2027	2028
Depilatories	<b>Data removed from sample</b>					
Hair Removers/Bleaches						
Women's Pre-Shave						
Women's Razors and Blades						

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

**Table 7 Forecast Sales of Depilatories by Category: % Value Growth 2023-2028**

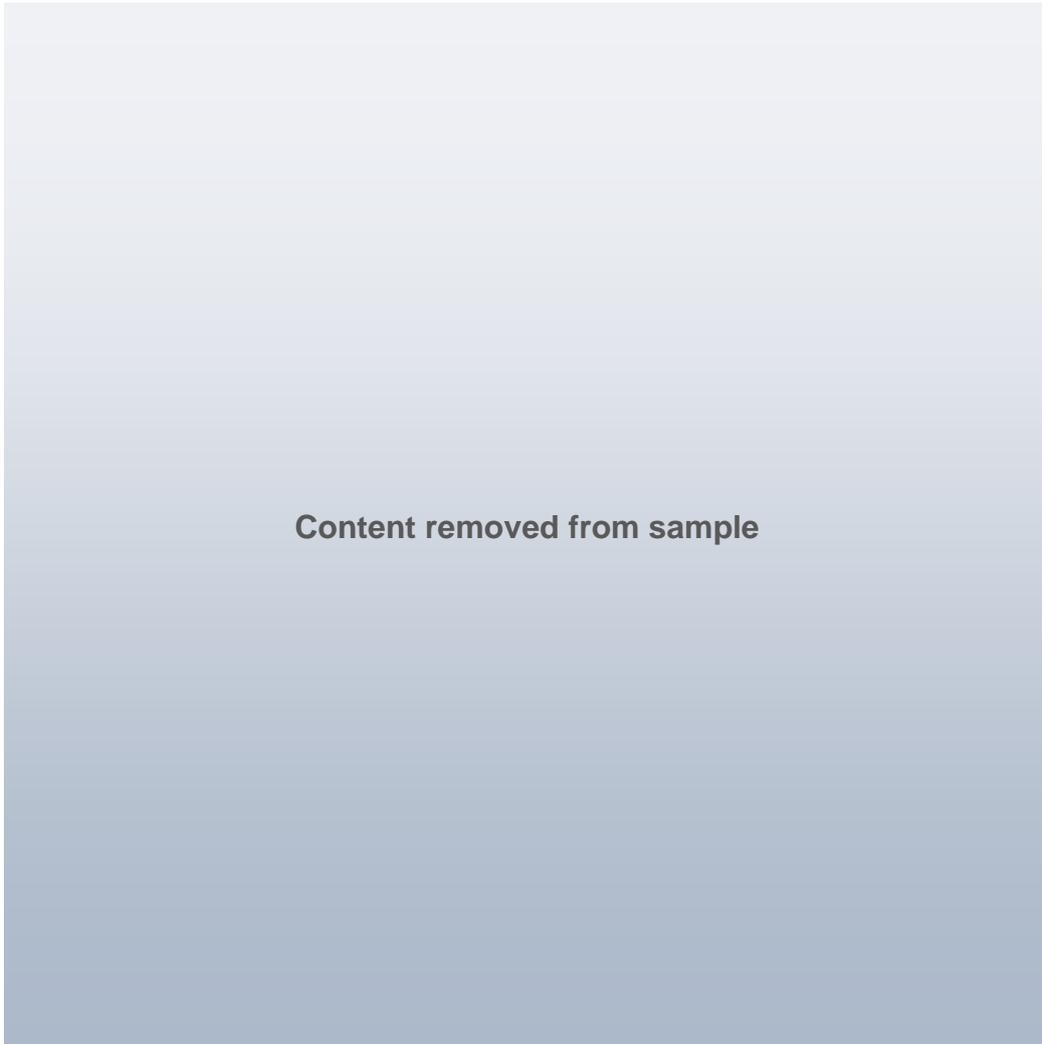
% constant value growth	2023/2024	2023-28 CAGR	2023/28 Total
Depilatories	<b>Data removed from sample</b>		
Hair Removers/Bleaches			
Women's Pre-Shave			
Women's Razors and Blades			

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

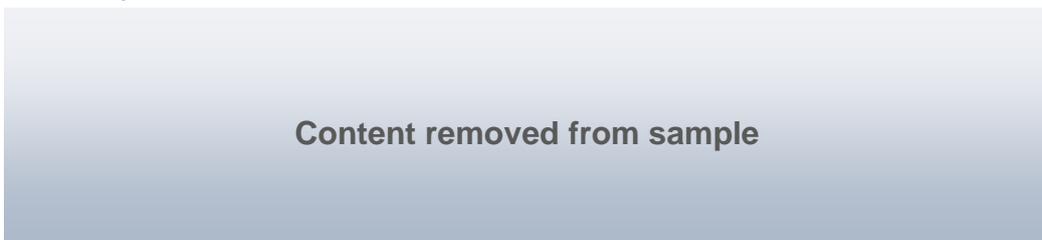
# BEAUTY AND PERSONAL CARE IN FRANCE - INDUSTRY OVERVIEW

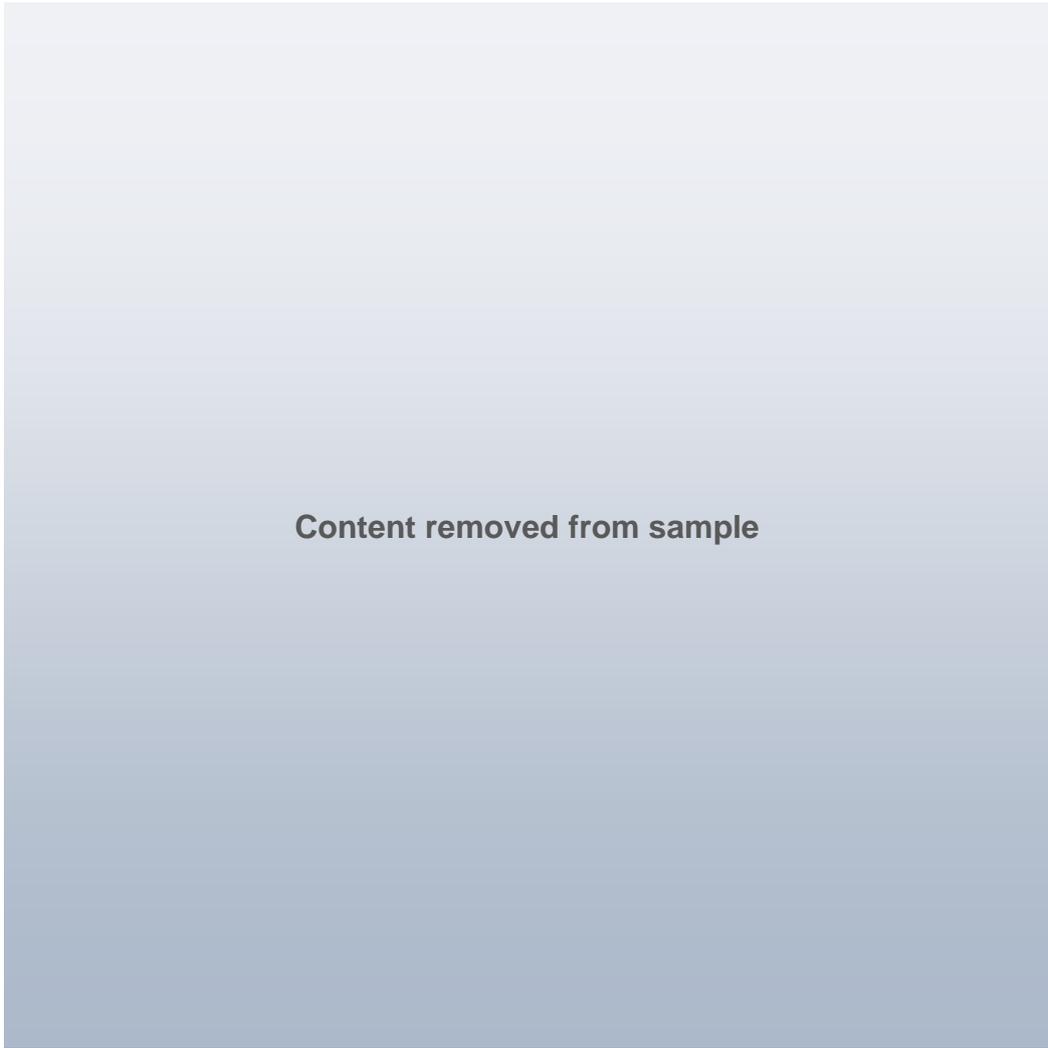
## EXECUTIVE SUMMARY

Beauty and personal care in 2023: The big picture

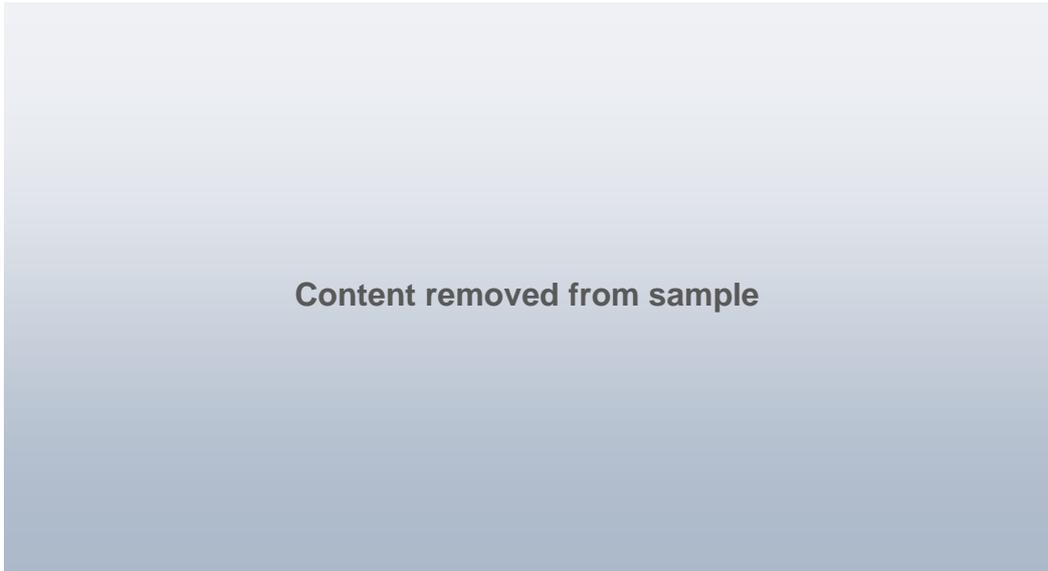


2023 key trends





Competitive landscape



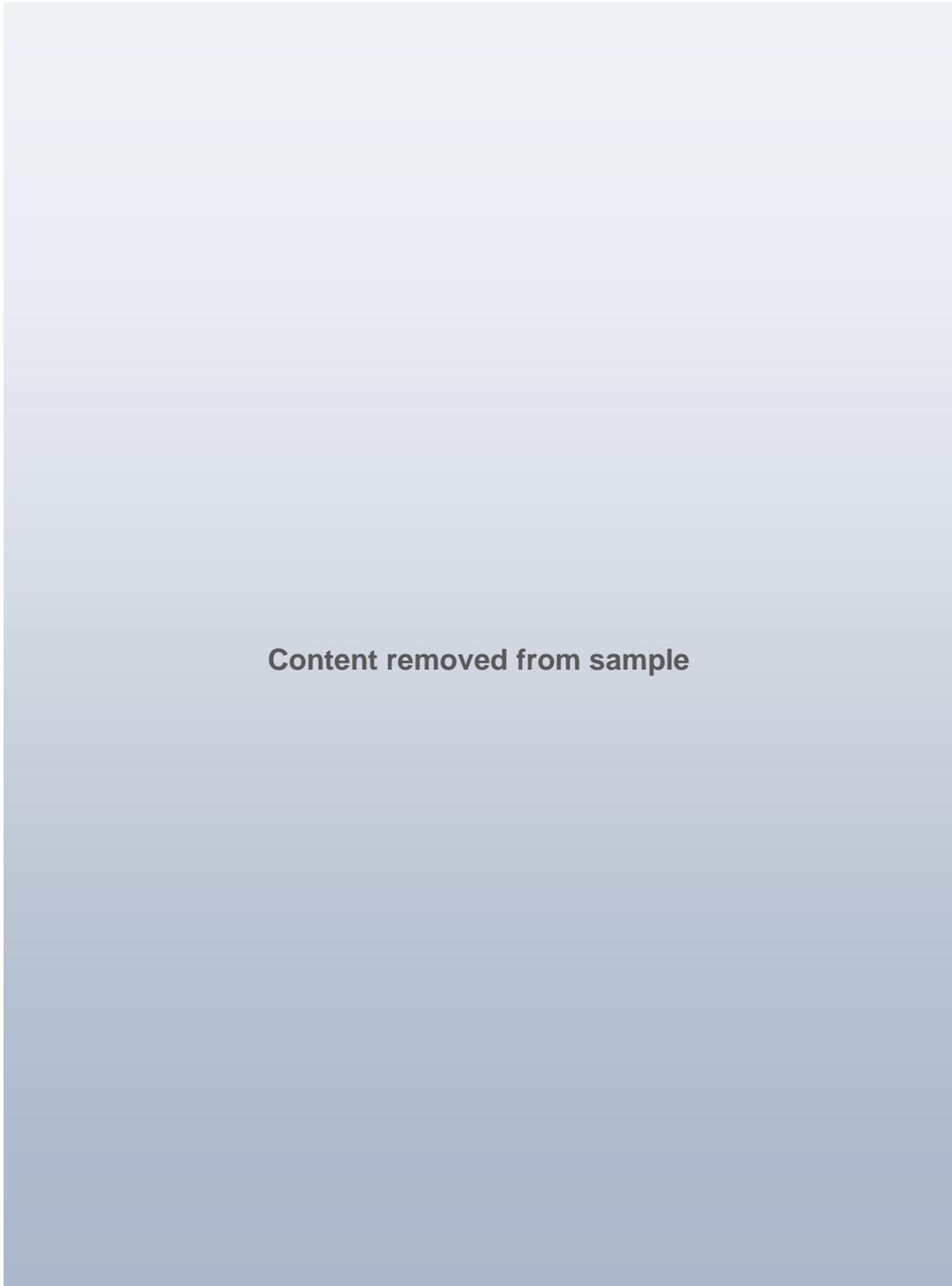
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Retailing developments

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What next for beauty and personal care?

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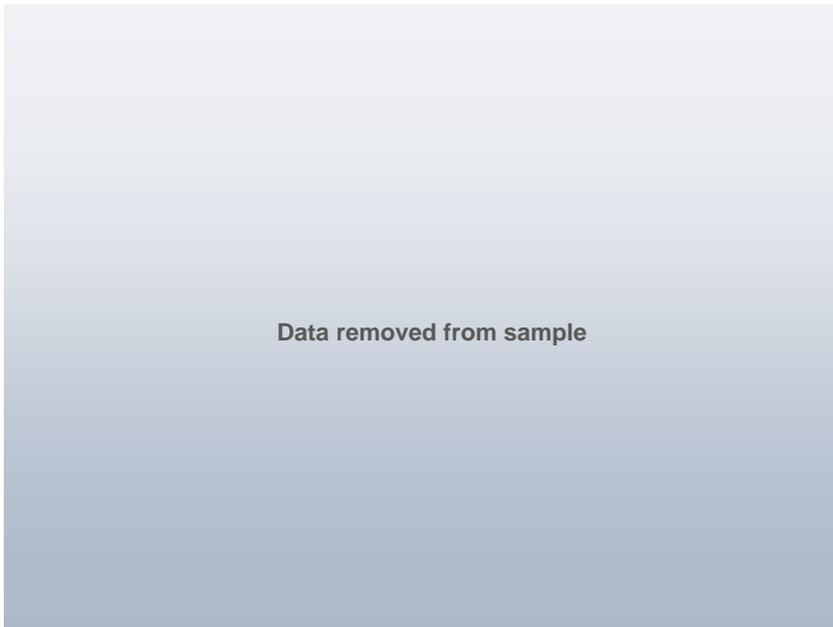


**MARKET DATA**

Table 8 Sales of Beauty and Personal Care by Category: Value 2018-2023

EUR million	2018	2019	2020	2021	2022	2023
-------------	------	------	------	------	------	------

- Beauty and Personal Care
- Baby and Child-specific Products
- Bath and Shower
- Colour Cosmetics
- Deodorants
- Depilatories
- Fragrances
- Hair Care
- Men's Grooming
- Oral Care
- Oral Care Excl Power Toothbrushes
- Skin Care
- Sun Care
- Premium Beauty and Personal Care
- Prestige Beauty and Personal Care
- Mass Beauty and Personal Care
- Dermocosmetics Beauty and Personal Care



Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Note 1: Prestige/premium/mass beauty and personal care sales are additionally included within baby and child-specific products, bath and shower, colour cosmetics, deodorants, fragrances, hair care, skin care and sun care

Note 2: Sum of categories is greater than market size because of double counting in men's bath and shower, men's deodorants, men's hair care, men's skin care, men's fragrances, and baby and child-specific sun care categories

**Table 9 Sales of Beauty and Personal Care by Category: % Value Growth 2018-2023**

% current value growth

	2022/23	2018-23 CAGR	2018/23 Total
Beauty and Personal Care	Data removed from sample		
Baby and Child-specific Products			
Bath and Shower			
Colour Cosmetics			
Deodorants			
Depilatories			
Fragrances			
Hair Care			
Men's Grooming			
Oral Care			
Oral Care Excl Power Toothbrushes			
Skin Care			
Sun Care			
Premium Beauty and Personal Care			
Prestige Beauty and Personal Care			
Mass Beauty and Personal Care			
Dermocosmetics Beauty and Personal Care			

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Note 1: Prestige/premium/mass beauty and personal care sales are additionally included within baby and child-specific products, bath and shower, colour cosmetics, deodorants, fragrances, hair care, skin care and sun care

Note 2: Sum of categories is greater than market size because of double counting in men's bath and shower, men's deodorants, men's hair care, men's skin care, men's fragrances, and baby and child-specific sun care categories

**Table 10 GBO Company Shares of Beauty and Personal Care: % Value 2019-2023**

% retail value rsp Company	2019	2020	2021	2022	2023
-------------------------------	------	------	------	------	------

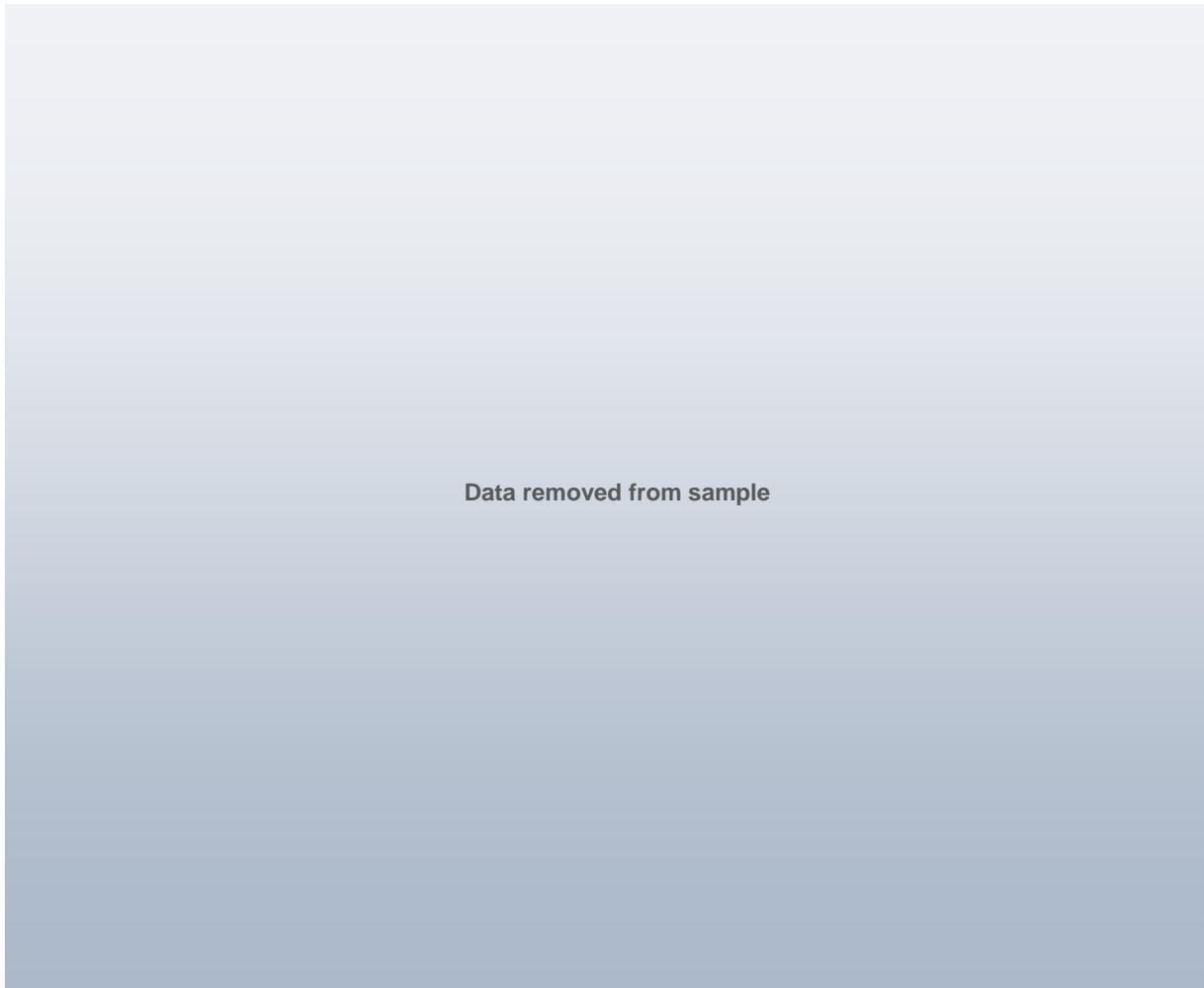
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Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

**Table 11 NBO Company Shares of Beauty and Personal Care: % Value 2019-2023**

% retail value rsp Company	2019	2020	2021	2022	2023
-------------------------------	------	------	------	------	------

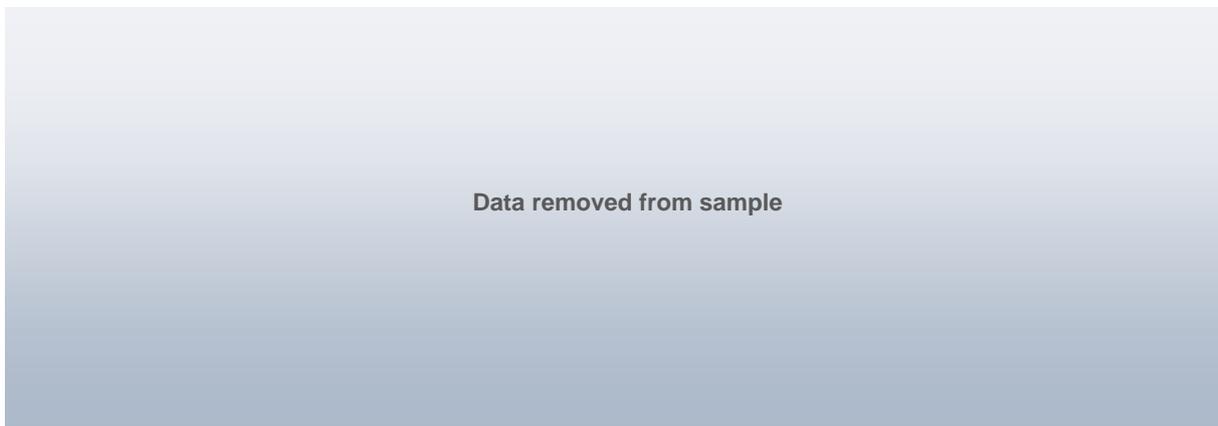
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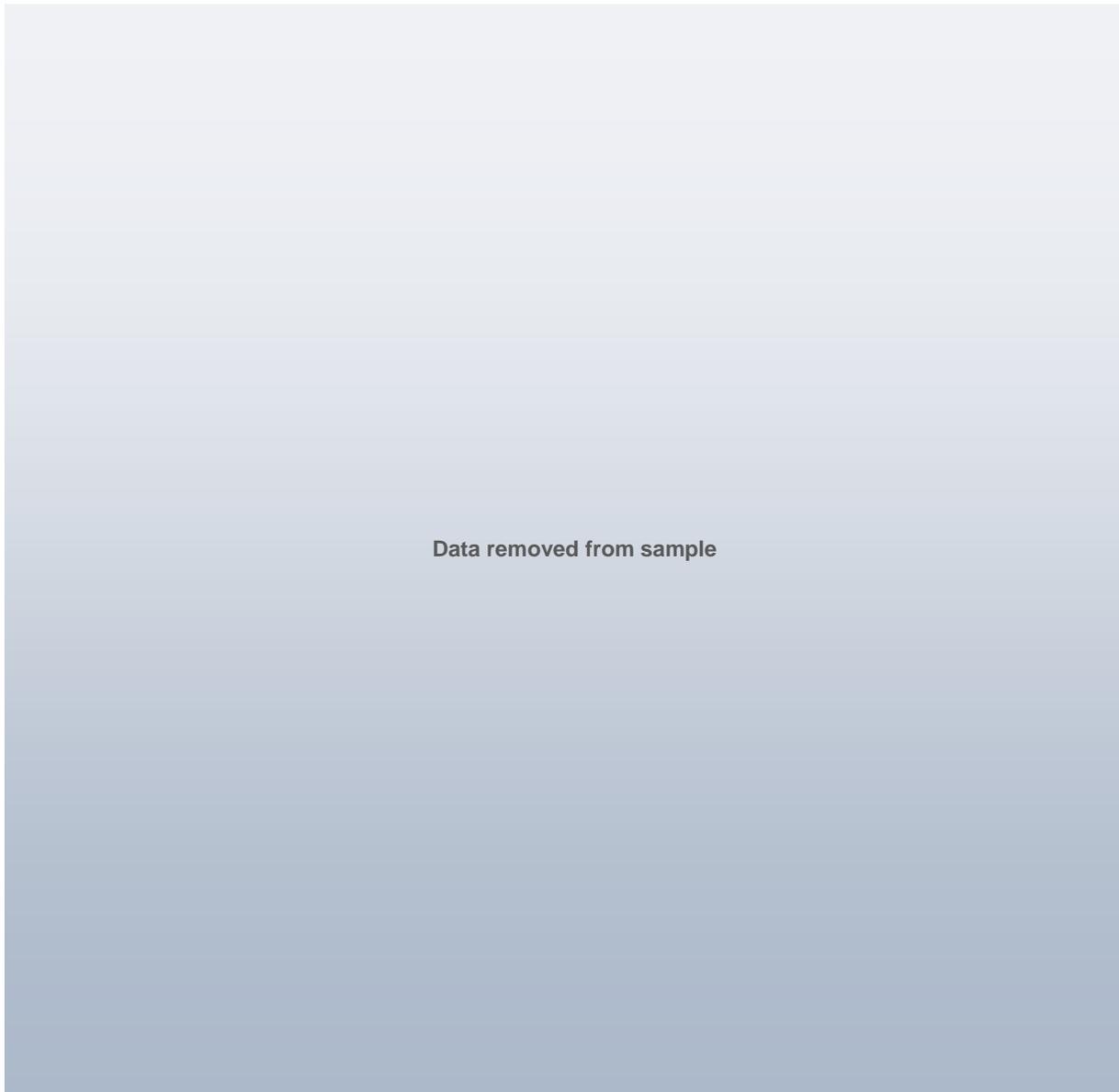


Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

**Table 12** LBN Brand Shares of Beauty and Personal Care: % Value 2020-2023

% retail value rsp Brand (GBO)	Company (NBO)	2020	2021	2022	2023
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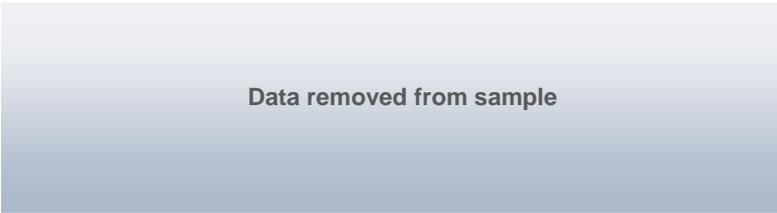


Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

**Table 13 Penetration of Private Label in Beauty and Personal Care by Category: % Value 2018-2023**

% retail value rsp	2018	2019	2020	2021	2022	2023
Beauty and Personal Care	<b>Data removed from sample</b>					
Baby and Child-specific Products						
Bath and Shower						
Colour Cosmetics						
Deodorants						
Depilatories	<b>Data removed from sample</b>					

Fragrances  
 Hair Care  
 Men's Grooming  
 Oral Care  
 Skin Care  
 Sun Care  
 Mass Beauty and  
 Personal Care



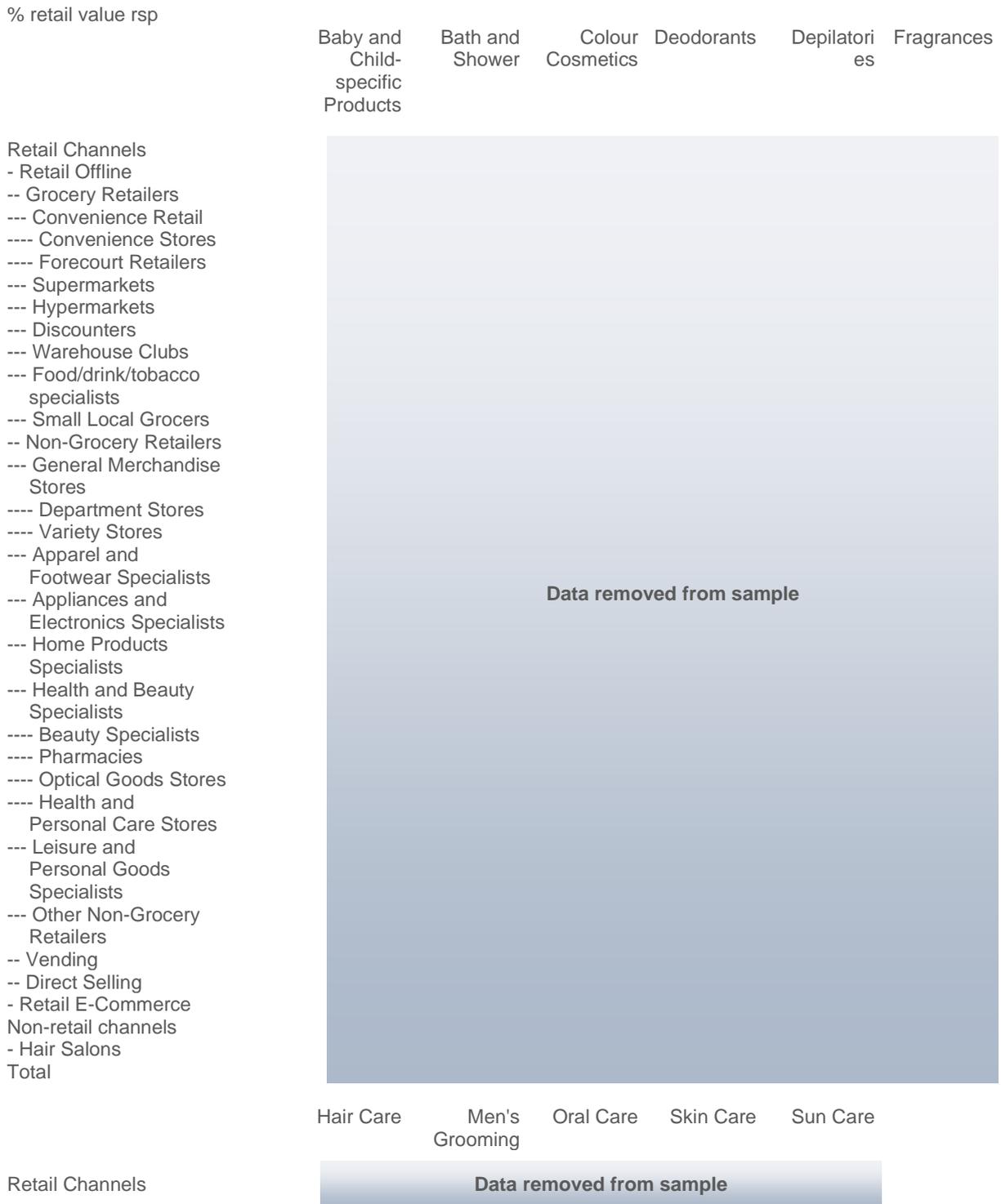
Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 14 Distribution of Beauty and Personal Care by Format: % Value 2018-2023

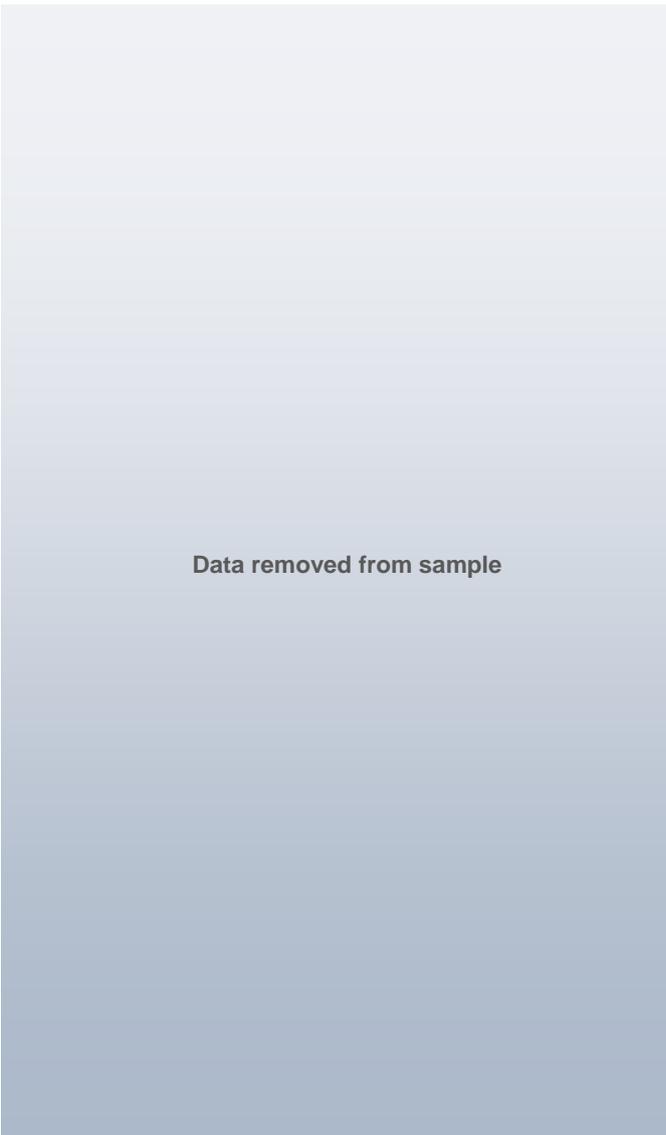
% retail value rsp	2018	2019	2020	2021	2022	2023
Retail Channels	Data removed from sample					
- Retail Offline						
-- Grocery Retailers						
--- Convenience Retail						
---- Convenience Stores						
---- Forecourt Retailers						
--- Supermarkets						
--- Hypermarkets						
--- Discounters						
--- Warehouse Clubs						
--- Food/drink/tobacco specialists						
--- Small Local Grocers						
-- Non-Grocery Retailers						
--- General Merchandise Stores						
---- Department Stores						
---- Variety Stores						
--- Apparel and Footwear Specialists						
--- Appliances and Electronics Specialists						
--- Home Products Specialists						
--- Health and Beauty Specialists						
---- Beauty Specialists						
---- Pharmacies						
---- Optical Goods Stores						
---- Health and Personal Care Stores						
--- Leisure and Personal Goods Specialists						
--- Other Non-Grocery Retailers						
-- Vending						
-- Direct Selling						
- Retail E-Commerce						
Non-retail channels						
- Hair Salons						
Total						

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

**Table 15** Distribution of Beauty and Personal Care by Format and Category: % Value 2023



- Retail Offline
- Grocery Retailers
- Convenience Retail
- Convenience Stores
- Forecourt Retailers
- Supermarkets
- Hypermarkets
- Discounters
- Warehouse Clubs
- Food/drink/tobacco specialists
- Small Local Grocers
- Non-Grocery Retailers
- General Merchandise Stores
- Department Stores
- Variety Stores
- Apparel and Footwear Specialists
- Appliances and Electronics Specialists
- Home Products Specialists
- Health and Beauty Specialists
- Beauty Specialists
- Pharmacies
- Optical Goods Stores
- Health and Personal Care Stores
- Leisure and Personal Goods Specialists
- Other Non-Grocery Retailers
- Vending
- Direct Selling
- Retail E-Commerce
- Non-retail channels
- Hair Salons
- Total



Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Key: BC = baby and child-specific products; BS = bath and shower; CC = colour cosmetics; DO = deodorants; DP = depilatories; FR = fragrances; HC = hair care; MG = men's grooming; OC = oral care; SK = skin care; SU = sun care

Table 16 Forecast Sales of Beauty and Personal Care by Category: Value 2023-2028

EUR million	2023	2024	2025	2026	2027	2028
Beauty and Personal Care	Data removed from sample					
Baby and Child-specific Products						
Bath and Shower						
Colour Cosmetics						
Deodorants						
Depilatories						

Fragrances  
 Hair Care  
 Men's Grooming  
 Oral Care  
 Oral Care Excl Power  
 Toothbrushes  
 Skin Care  
 Sun Care  
 Premium Beauty and  
 Personal Care  
 Prestige Beauty and  
 Personal Care  
 Mass Beauty and  
 Personal Care  
 Dermocosmetics Beauty  
 and Personal Care



Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources  
 Note 1: Prestige/premium/mass beauty and personal care sales are additionally included within baby and child-specific products, bath and shower, colour cosmetics, deodorants, fragrances, hair care, skin care and sun care  
 Note 2: Sum of categories is greater than market size because of double counting in men's bath and shower, men's deodorants, men's hair care, men's skin care, men's fragrances and baby and child-specific sun care categories

**Table 17 Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2023-2028**

% constant value growth

2023/2024      2023-28 CAGR      2023/28 Total

Beauty and Personal Care  
 Baby and Child-specific Products  
 Bath and Shower  
 Colour Cosmetics  
 Deodorants  
 Depilatories  
 Fragrances  
 Hair Care  
 Men's Grooming  
 Oral Care  
 Oral Care Excl Power Toothbrushes  
 Skin Care  
 Sun Care  
 Premium Beauty and Personal Care  
 Prestige Beauty and Personal Care  
 Mass Beauty and Personal Care  
 Dermocosmetics Beauty and Personal Care



Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources  
 Note 1: Prestige/premium/mass beauty and personal care sales are additionally included within baby and child-specific products, bath and shower, colour cosmetics, deodorants, fragrances, hair care, skin care and sun care  
 Note 2: Sum of categories is greater than market size because of double counting in men's bath and shower, men's deodorants, men's hair care, men's skin care, men's fragrances and baby and child-specific sun care categories

## DISCLAIMER

Forecast and scenario closing date: 8 April 2024

Report closing date: 10 May 2024

Analysis and data in this report give full consideration to consumer behaviour and market performance in 2023 and beyond as of the dates above. For the very latest insight on this industry and consumer behaviour, at both global and national level, readers can access strategic analysis and updates on [www.euromonitor.com](http://www.euromonitor.com) and via the Passport system, where new content is being added on a systematic basis.

## SOURCES

Sources used during the research included the following:

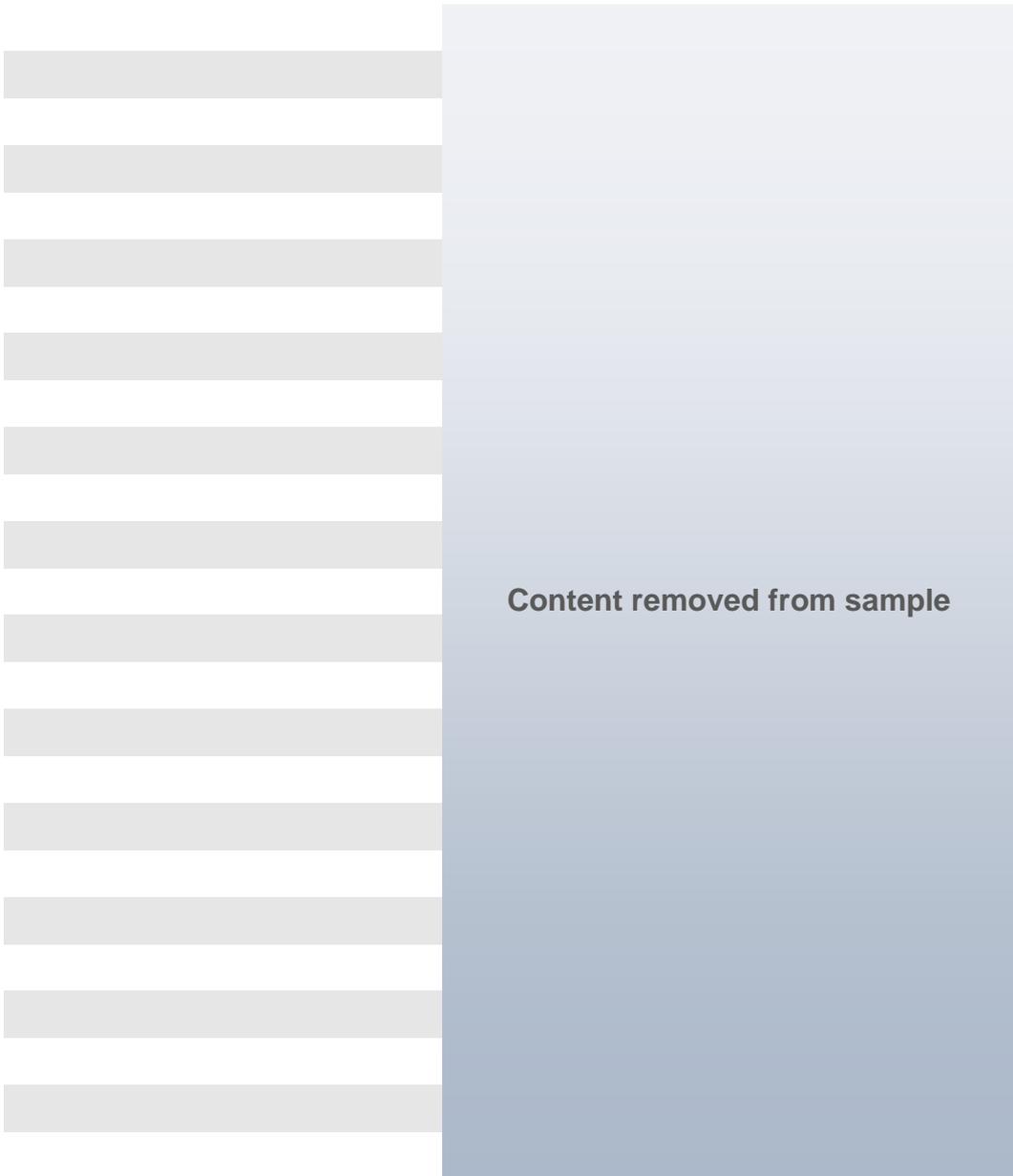
### Summary 1 Research Sources

Official Sources

Trade Associations

Trade Press

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Source: Euromonitor International