Depilatories in India

Description: Depilatories continued to witness strong growth during 2015, with current retail value sales rising by 21% to INR13 billion. Awareness of depilatories is high among urban consumers due to the easy availability of these products in the market. Brands such as Veet, Anne French, Fem and Jolen are well known among consumers. Recently, there has been increasing focus on maintaining personal hygiene among Indian women, driven largely by the influence of television soaps and movies.

The Depilatories in India report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2011-2015, allowing you to identify the sectors driving growth. Forecasts to 2020 illustrate how the market is set to change.

Product coverage: Hair Removers/Bleaches, Women's Pre-Shave, Women's Razors and Blades.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?
- Get a detailed picture of the Depilatories market;
- Pinpoint growth sectors and identify factors driving change;
- Understand the competitive environment, the market's major players and leading brands;
- Use five-year forecasts to assess how the market is predicted to develop.

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DEPILATORIES IN INDIA

May 2016

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Dabur India Ltd in Beauty and Personal Care (India)

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International Players Continue To Dominate While Domestic Players Play Catch-up
Independent Small Grocers Remain Preferred Distribution Channel
Demand Expected To Remain Strong Over Forecast Period
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