Depilatories in South Africa

Description: Growing price-sensitivity among many households in the country stemmed from declining disposable income levels due to inflation and rising unemployment. Consequently, consumers are becoming more likely to economise within depilatories. This is encouraging many to trade down to economy brands or private label products, particularly within hair removers/bleaches and women's razors and blades.

The Depilatories in South Africa report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2012-2016, allowing you to identify the sectors driving growth. Forecasts to 2021 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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July 2017

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