

THOUGHT-STARTER: IS THE HAIR REMOVAL MARKET STILL RELEVANT?

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18 : 02 : 2019 Beauty : Wellness : Haircare



The conversation on hair removal is changing, from the aesthetics of men's shaving to the way people achieve their hairless look, says foresight writer Rhiannon McGregor.

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While attitudes are changing to reflect a **more inclusive approach** to body hair, the global hair removal market is still predicted to grow from £626m (\$800m, €710m) in 2017 to £1.05bn (\$1.35bn, €1.19bn) in 2022 (source: [GlobeNewswire/Transparency Market Research](#)).

Women are looking beyond the chore of shaving to longer-lasting methods of hair removal. The popularity of at-home depilatory wax, favoured by Generation Z consumers for its low cost, is driving growth in the sector, with [Wakse](#) a notable example of a brand innovating in the field. Its scented metallic wax beads are designed to be melted at home and applied directly to the skin without the need for cotton strips, becoming [Instagram-worthy](#) in their resemblance to metallic war paint.

As skin sensitivity becomes a **growing concern for consumers**, it has led to the rise of solutions such as laser hair removal. Compared to most other forms of hair removal, however, the practice is costly and this is inspiring those looking for affordable alternatives to turn to the process of sugaring.

Read the full [Hair Removal Market](#).