



Euromonitor
International

Depilatories in Taiwan, China

August 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Depilatories Summary

INDUSTRY PERFORMANCE

Growth in Consumer Expenditure Supports Stable Value Expansion

Women'S Razors and Blades Dominate as Practical Hair Removal Remains Essential

Relove Leverages Skincare Approach and Influencer Engagement to Reshape Hair Removal

Chart 1 - Relove Targets the Active Youth Market with Korean Cheerleaders

Chart 2 - Value Sales 2020-2030

Chart 3 - Volume Sales 2020-2030

Chart 4 - Value Sales by Category 2025

WHAT'S NEXT?

Younger Consumers Drive Growth through Intimate Hair Hygiene and Skin Care

Premium Women'S Razors and Blades Retains Dominance with Incremental Growth Potential

Chart 5 - Forecast Value Sales 2020-2030

Chart 6 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Edgewell Reinforces Its Dominance through Brand Strength

Innovative Collaborations and Skincare Marketing Drive Growth

Chart 7 - Company Shares 2025

Chart 8 - Brand Shares 2025

CHANNELS

Health and Beauty Specialists Lead Offline Retail with Supermarkets Maintaining Importance

Retail E-Commerce Accelerates Growth Driven by Skincare-Focused Products

Chart 9 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 10 - Economic Context for Depilatories

Chart 11 - Real Gdp Growth 2020-2030

Chart 12 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 13 - Consumer Context for Depilatories

Chart 14 - Population 2020-2030

Chart 15 - Consumer Expenditure 2020-2030

Chart 16 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Beauty and Personal Care in Taiwan, China - Industry Overview

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 17 - Key Industry Trends for Beauty and Personal Care

INDUSTRY PERFORMANCE

Taiwan'S Affluent Consumers Focus Spending on Proven Products Amid Regulatory Shifts

Chart 18 - Sabon and Aesop Promote a Holistic Lifestyle Philosophy

Skin Care Remains as the Largest Category, with Sales Driven by Climate-Adapted Innovation

Chart 19 - Aveda Drives Loyalty through Free Scalp Tests and Personalised Solutions

Compliance Drives Trust and Market Leadership in Baby Care

Chart 20 - Value Sales 2020-2030

Chart 21 - Volume Sales 2020-2030

Chart 22 - Value Sales by Category 2025

WHAT'S NEXT?

Taiwanese Regulators Enforce Pif, Driving Market Consolidation and Local Innovation

Skin Care Leads Value While Mass Colour Cosmetics Emerges as Fastest Growing Category

Health and Wellness Integration Drives Innovation and Shifts Consumer Behaviour

Chart 23 - Forecast Value Sales 2020-2030

Chart 24 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Chart 25 - Analyst Insight for Beauty and Personal Care

Leading Manufacturers Consolidate Dominance Amid Emerging Local Agility

Innovative Product Launches and Channel Strategies Fuel Growth and Consumer Engagement

Chart 26 - Company Shares 2025

Chart 27 - Brand Shares 2025

CHANNELS

Health and Beauty Specialists Maintain Lead as Department Stores Adapt

Cosmed and Korean Beauty Trends Drive Retail Innovation for Gen Z

Chart 28 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 29 - Economic Context for Beauty and Personal Care

Chart 30 - Real Gdp Growth 2020-2030

Chart 31 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 32 - Consumer Context for Beauty and Personal Care

Chart 33 - Population 2020-2030

Chart 34 - Consumer Expenditure 2020-2030

Chart 35 - 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-taiwan-china/report.