



Depilatories in South Africa

May 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Depilatories Summary

INDUSTRY PERFORMANCE

Leading Brands Innovate with Skin-Friendly Ingredients

Price Sensitivity Reshapes Consumer Choices

Chart 1 - Ingredient Led Beauty Drives Innovation

Chart 2 - Value Sales 2020-2030

Chart 3 - Volume Sales 2020-2030

Chart 4 - Value Sales by Category 2025

WHAT'S NEXT?

Consumers Expected to Shift Towards Affordable At-Home Grooming

Women'S Razors and Blades Set for Continued Expansion

Skin-Friendly Innovation and E-Commerce to Disrupt Traditional Retail Dynamics

Chart 5 - Forecast Value Sales 2020-2030

Chart 6 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Manufacturers Consolidate Position Amid Moderate Market Concentration

Established Brands Defend Market Lead Despite Rising Private Label Competition

Chart 7 - Company Shares 2025

Chart 8 - Brand Shares 2025

CHANNELS

Supermarkets Lead Distribution While Pharmacies Gain Ground

Retail E-Commerce Expands Reach Amid Rising Digital Competition

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 South Africa - Industry Overview

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 17 - Key Industry Trends for Beauty and Personal Care

INDUSTRY PERFORMANCE

Affordable Beauty Fuels Expansion

Chart 18 - Private Label Expansion

Skin Care Leads Amid Ingredient-Conscious Consumers

Chart 19 - The Ordinary Range Offers Science Backed Approach

Asia Influence Drives K-Beauty Momentum in South Africa

Chart 20 - Increased Retail Availability for K-Beauty Products

Chart 21 - Value Sales 2020-2030

Chart 22 - Volume Sales 2020-2030

Chart 23 - Value Sales by Category 2025

WHAT'S NEXT?

Consumers Set to Prioritise Affordability Amid Economic Pressures and Rising Costs

Skin Care Expected to Dominate While Baby and Child-Specific Products Lead Fastest Growth

Digital Engagement and Ingredient Transparency Reshape Purchasing and Innovation

Chart 24 - Analyst Insight for Beauty and Personal Care

Chart 25 - Forecast Value Sales 2020-2030

Chart 26 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Unilever and Beiersdorf Strengthen Leadership Amid Evolving Competitive Dynamics

Chart 27 - Company Shares 2025

Chart 28 - Brand Shares 2025

CHANNELS

Supermarkets and Pharmacies Lead Offline Distribution

Convenience and Premium Accessibility Drives Retail E-Commerce

Chart 29 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 30 - Economic Context for Beauty and Personal Care

Chart 31 - Real Gdp Growth 2020-2030

Chart 32 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 33 - Consumer Context for Beauty and Personal Care

Chart 34 - Population 2020-2030

Chart 35 - Consumer Expenditure 2020-2030

Chart 36 - 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-south-africa/report.