

Depilatories in Portugal

May 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Depilatories Summary

INDUSTRY PERFORMANCE

Mature Market Experiences Modest Growth Amid Evolving Consumer Habits

Women's Razors and Blades Lead Growth as Chemical Formats Decline

Veet'S Summer Campaign Boosts Engagement Amid Limited Innovation

Chart 1 - Veet Reinforces Seasonal Engagement Through Promotional Activation

Chart 2 - Value Sales 2020-2030

Chart 3 - Volume Sales 2020-2030

Chart 4 - Value Sales by Category 2025

WHAT'S NEXT?

Changing Consumer Habits to Support Steady Growth Despite Laser Adoption

Skin-Friendly Formulations and Male Grooming Accelerate Category Evolution

Chart 5 - Forecast Value Sales 2020-2030

Chart 6 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Manufacturers Adapt as Competition Intensifies in Shifting Preferences

Chart 7 - Company Shares 2025

Chart 8 - Brand Shares 2025

CHANNELS

Grocery Retailers Maintain Dominance Amidst Competition From Health and Beauty Specialists

Online Retail Expands Reach with Competitive Pricing and Premium Assortment

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 Portugal - Industry Overview

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 17 - Key Industry Trends for Beauty and Personal Care

INDUSTRY PERFORMANCE

Portuguese Consumer Sophistication and Market Polarisation Shape Growth Dynamics

Chart 18 - Targeted Skincare Innovation: Diadermine's Lift + Derma Protect Vitamin D Range

Skin Care Leads Value with Colour Cosmetics Accelerating Innovation and Demand

Chart 19 - Sustainability In Practice: O Boticário Releases Boti Recicla In Portugal

O Boticário'S Circular Economy Initiative Boosts Sustainability Engagement

Chart 20 - Value Sales 2020-2030

Chart 21 - Volume Sales 2020-2030

Chart 22 - Value Sales by Category 2025

WHAT'S NEXT?

Scientific Innovation and Consumer Sophistication to Fuel Sustained Growth

Digital Personalisation and Trust-Based Claims to Reshape Consumer Engagement

Chart 23 - Analyst Insight for Beauty and Personal Care

Sustainability and Science-Led Innovation to Drive Premiumisation and Market Differentiation

Chart 24 - Forecast Value Sales 2020-2030

Chart 25 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Top Manufacturers Leverage Portfolio Diversity and Innovation to Sustain Lead

Chart 26 - Company Shares 2025

Chart 27 - Brand Shares 2025

CHANNELS

Specialised Health and Beauty Stores Gain Ground as Grocery Retailers Lose Share

Chart 28 - Wells Opens The Largest Beauty Store In The Country

E-Commerce Growth Reshapes Product Access and Consumer Convenience

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-portugal/report.