

Depilatories in Germany

May 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Depilatories Summary

INDUSTRY PERFORMANCE

German Consumers Increase Spending While Volume Declines

Women'S Razors and Blades Dominate Value While Hair Removers Face Volume Pressure

Premiumisation Drives Value Growth Led by Women'S Razors and Blades

Chart 1 - Value Sales 2020-2030

Chart 2 - Volume Sales 2020-2030

Chart 3 - Value Sales by Category 2025

WHAT'S NEXT?

Steady Value Growth to Be Driven by Premiumisation Amid Volume Stability

Women'S Razors and Blades to Lead Value Growth While Hair Removers Decline in Volume

Premiumisation and Professional Treatments to Reshape Consumer Choices and Sales Channels

Chart 4 - Forecast Value Sales 2020-2030

Chart 5 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Manufacturers Consolidate Positions Amid Moderate Concentration Shifts

Chart 6 - Company Shares 2025

Chart 7 - Brand Shares 2025

CHANNELS

Health and Beauty Specialists Lead Depilatories Sales through Expertise

E-Commerce Gains Ground with Convenience and Assortment in Depilatories Retailing

Chart 8 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 9 - Economic Context for Depilatories

Chart 10 - Real Gdp Growth 2020-2030

Chart 11 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 12 - Consumer Context for Depilatories

Chart 13 - Population 2020-2030

Chart 14 - Consumer Expenditure 2020-2030

Chart 15 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Beauty and Personal Care in Germany - Industry Overview](#)

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 16 - Key Industry Trends for Beauty and Personal Care

INDUSTRY PERFORMANCE

German Consumers Increase Spending on Beauty and Personal Care Amid Steady Economic Growth

Chart 17 - Eucerin: Daily Protection and Urban Lifestyle

Skin Care Sales Sustain Lead through Reframing of Longevity

Chart 18 - M. Asam Resveratrol Longevity Range

Asian Beauty Concepts Emerge through German Brands

Chart 19 - Sundance: Essence-Like Serums and Barrier-First Logic

Chart 20 - Value Sales 2020-2030

Chart 21 - Volume Sales 2020-2030

Chart 22 - Value Sales by Category 2025

WHAT'S NEXT?

German Consumer Spending Growth to Support Beauty and Personal Care Expansion

Chart 23 - Analyst Insight for Beauty and Personal Care

Skin Care to Lead Value Sales While Dupe Culture Reshapes Market

Brands Embracing Sustainability and Personalisation to Gain Competitive Advantage

Chart 24 - Forecast Value Sales 2020-2030

Chart 25 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Top Companies Leverage Product Strength and Consumer Loyalty to Sustain Leadership

Chart 26 - Company Shares 2025

Chart 27 - Brand Shares 2025

CHANNELS

Health and Beauty Specialists Lead through Expertise

Retail E-Commerce Accelerates Growth, Transforming Purchasing Patterns and Competitive Landscape

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-germany/report.