

Sugaring Hair Removal Market Set to Reach \$3.85 Billion by 2029

*The Business Research Company's
Sugaring Hair Removal Global Market
Report 2025 – Market Size, Trends, And
Global Forecast 2025-2034*

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Sugaring Hair Removal Global Market Report 2025

What Is The Expected Cagr For The [Sugaring Hair Removal Market](#) Through 2025?

The market size for sugaring hair removal has shown substantial growth over the last few years.

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The sector, worth \$3.06 billion in 2024, is projected to increase its value to \$3.22 billion in 2025 with a Compound Annual Growth Rate of 5.3%. Several contributing factors to this historical growth are the societal shift towards organic and natural products, the rise of social media and influencer marketing, the demand for a painless hair removal process, wellness and self-care tendencies, and the increased availability of do-it-yourself sugaring kits.

In the coming years, the size of the sugaring hair removal market is anticipated to experience a consistent increase,

reaching a valuation of \$3.85 billion in 2029 with a compound annual growth rate (CAGR) of 4.5%. Factors contributing to this growth during the projected period include a growing interest in environmentally-friendly beauty solutions, an ongoing focus on natural elements, the rise of online beauty retail and e-commerce, a greater emphasis on diversity and inclusion, as well as a burgeoning male grooming market. Key trends expected during this period encompass the incorporation of sugaring in spa and wellness retreats, virtual advice and support for DIY, improved availability via subscription models, a broadening range of sugaring products, and a rise in sugaring products and services specifically designed for men.

Download a free sample of the sugaring hair removal market report:

What Are The Key Factors Driving Growth In The Sugaring Hair Removal Market?

The growth of the sugaring hair removal market is set to accelerate owing to the expansion of spa and salon services. These services include a wide range of beauty and personal care treatments offered by enterprises like spas, salons, and beauty care centers. As people are left with more disposable income due to improving global economies, spending on non-essential items like personal grooming and self-care has seen a surge. Sugaring hair removal, being on the list of services from spas and salons, provides consumers a natural and effective way to get rid of unwanted hair, resulting in smooth skin. For example, the International SPA Association revealed a rise in the total revenue of the US spa industry from \$18.1 billion in 2021 to \$20.1 billion in May 2023, which is more than an 11% jump. Besides, the count of spas rose by 280 locations in 2022's wake compared to 2021, with spa visits rising from 173 million back in 2021 to 181 million in 2022. Hence, the flourishing spa and salon services sector is a key driver of the sugaring hair removal market's growth.

What Are The Top Players Operating In The Sugaring Hair Removal Market?

Major players in the Sugaring Hair Removal include:

- Reckitt Benckiser Group plc.
- Alexandria Professional LLC
- Schick
- Sugaring NYC
- Eva's Esthetics
- L.A. Bikini
- Sugaring LA
- Skin Inc.
- Parissa Laboratories Inc.
- Sugar Sugar

What Are Some Emerging Trends In The Sugaring Hair Removal Market?

Leading businesses in the sugaring hair removal market are concentrating on the creation of innovative products such as sugar hair removers and exfoliants to establish a competitive edge. These items enable individuals to perform sugaring hair removal at home, presenting an affordable and convenient substitute. For example, in July 2024, Caronlab Australia Pty Ltd, a high-quality waxing and depilatory products producer based in Australia, unveiled Sugaring Paste. This new sugaring paste, coming in Aquagel Soft and Firm options, provides a natural, gentle approach to hair removal. Crafted from sugar, water, and lemon juice, the entirely water-soluble formula guarantees an effortless cleanup and avoids the use of resins or synthetic additives, thus making it appropriate for all sorts of skin. The amalgamation of 100% purified water and a low operational temperature enhances comfort in hair removal, reflecting Caronlab's promise to premium, skin-friendly items.

The sugaring hair removal market covered in this report is segmented –

- 1) By Product Type: Strip Sugar, Hand Paste, Other Product Types
- 2) By Wax Type: Soft Sugar Wax, Medium Sugar Wax, Hard Or Firm Wax
- 3) By Consumer Group: Men, Women
- 4) By Application: Face, Body
- 5) By End-User: Individual, Commercial

Subsegments:

- 1) By Strip Sugar: Pre-Made Strip Sugar Kits, Roll-On Strip Sugar
- 2) By Hand Paste: Soft Hand Paste, Firm Hand Paste
- 3) By Other Product Types: Sugaring Gel, Sugaring Wax, Pre- And Post-Treatment Products

View the full sugaring hair removal market report:

<https://www.thebusinessresearchcompany.com/report/sugaring-hair-removal-global-market-report>

[Global Sugaring Hair Removal Market](#) - Regional Insights

In 2024, North America led the market for sugaring hair removal. Asia-Pacific is anticipated to experience the highest growth in the coming years. The report on the sugaring hair removal market includes regions such as Asia-Pacific, Western Europe, Eastern Europe, North America, South America, Middle East, and Africa.

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