



**Euromonitor  
International**

# Depilatories in China

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Women’s razors and blades performs well, at the expense of hair removers/bleaches  
Leading player Schick also sees the strongest growth  
Retail e-commerce offers the widest product range

PROSPECTS AND OPPORTUNITIES

Demand for high-quality products will continue to rise, driving value growth  
Skin care expected to be a more important element in new products  
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Beauty and Personal Care in China - Industry Overview

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DISCLAIMER

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