



**Euromonitor
International**

Depilatories in Brazil

July 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Tourism resurgence fuels growth for depilatories, but the revival of beauty salons carves out its share of hair removal
Demand for more natural compositions is growing in a market still marked by concentration and controversy
The “premium shower” brings opportunities to the mature depilatories category in Brazil

PROSPECTS AND OPPORTUNITIES

Media coverage of risks of laser hair removal impacts depilatories forecast, but challenges persist due to maturity and competition from salons
Loyalty is already a reality in depilatories in Brazil, and attempts to expand continue through complementary products to the hair removal routine
Population ageing may bring about both volume reduction and a shift towards premiumisation

CATEGORY DATA

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Beauty and Personal Care in Brazil - Industry Overview

EXECUTIVE SUMMARY

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- Retailing developments
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DISCLAIMER

SOURCES

- Summary 1 - Research Sources

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