



Euromonitor  
International

# Depilatories in Malaysia

May 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Faster retail volume and value growth in 2024 despite ongoing competition from hair wax salons  
Procter & Gamble leads depilatories with a wide and dynamic product portfolio under Gillette  
Health and beauty specialists lead distribution with strong assortments and high visibility

PROSPECTS AND OPPORTUNITIES

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Niche or emerging brands could develop women's pre-shave  
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Beauty and Personal Care in Malaysia - Industry Overview

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DISCLAIMER

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