

Depilatories in Vietnam

May 2025

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Depilatories in Vietnam - Category analysis

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2024 DEVELOPMENTS

Western beauty trends fuelling demand for depilatories among younger women Gillette dominates but Cleo finding success with natural formulations Supermarkets and e-commerce expanding their presence in depilatories

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Bright outlook for depilatories as more look for hair free skin Natural ingredients and convenient solutions two trends to look out for in depilatories Innovation expected to focus on convenience and comfort

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