



Euromonitor  
International

# Depilatories in Croatia

May 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Baseline demand supports sales of depilatories  
Procter & Gamble maintains its lead thanks to the strength of its Gillette brand  
Health and beauty specialists maintain their strength, while e-commerce continues to grow

PROSPECTS AND OPPORTUNITIES

Ongoing sales supported by baseline demand, although volume will remain somewhat flat  
More natural formulations have scope for great development, albeit still remaining niche  
Desirable ingredients in natural formulations will come further to the fore

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Beauty and Personal Care in Croatia - Industry Overview

EXECUTIVE SUMMARY

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DISCLAIMER

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/depilatories-in-croatia/report](http://www.euromonitor.com/depilatories-in-croatia/report).