



Depilatories in Argentina

April 2024

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Depilatories in Argentina - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Sales benefit from warmer weather and an increase in social activities
Women increasingly opt for razors and blades specifically designed for females
The success of leading players leaves little room for private label and direct sellers

PROSPECTS AND OPPORTUNITIES

Consumers move from salons to at-home solutions, driving growth on the landscape
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Men become a key target as players launch specific campaigns for males

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DISCLAIMER

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