

Depilatories in Egypt

May 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Challenging economic climate sees depilatories decline in volume terms in 2024, while current value sales soar
Proctor & Gamble gains share to further strengthen its position
Pharmacies leads, but e-commerce continues to gain ground

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Growth predicted as hygiene and self-care trends continue apace
Price sensitivity may lead to less frequent usage or alternative methods
Specialist face-shaving products may increasingly replace traditional techniques

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Beauty and Personal Care in Egypt - Industry Overview

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