

Depilatories in Austria

June 2025

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Depilatories in Austria - Category analysis

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2024 DEVELOPMENTS

Sustainability and intimate care trends support stable performance in a small category

Trusted brand leadership meets rising private label momentum

Health and personal care stores remain dominant as new formats emerge

PROSPECTS AND OPPORTUNITIES

Hair removal will remain a staple of beauty routines, supporting steady growth in value sales

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Sustainability and skin sensitivity will drive innovation across formats

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