



Euromonitor  
International

# Depilatories in Uruguay

May 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Reduction in cross-border selling underpins sharp acceleration in retail current value sales growth  
Sebamar SA continues to lead, underpinned by the well-known Gillette brand  
Pharmacies remain the largest and most dynamic distribution channel

PROSPECTS AND OPPORTUNITIES

Women's razors and blades will emerge as the most dynamic category  
New product development will focus on hair removers/bleaches and women's razors and blades  
More specialised products will be launched

CATEGORY DATA

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Beauty and Personal Care in Uruguay - Industry Overview

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DISCLAIMER

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- Summary 1 - Research Sources

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