



Depilatories in the Philippines

April 2024

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Depilatories in the Philippines - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Depilatories represents a highly diverse market, with consumers open to a range of hair removing methods, with eyebrow razors growing in popularity

Access to a range of professional treatments presents a significant obstacle to growth

Gillette remains the go to option in women's razors and blades

PROSPECTS AND OPPORTUNITIES

Depilatories set for further growth but "natural" DIY options likely to limit the potential of the category

Beauty salons will present competition to depilatories, although demand from home-based businesses could boost retail sales

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DISCLAIMER

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