

Depilatories in Poland

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Depilatories in Poland - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

At-home convenience and affordability drive sales of depilatories in 2024 Familiar brands maintain loyalty, but innovation is paying off E-commerce complements retail expansion, boosting accessibility

PROSPECTS AND OPPORTUNITIES

Hygiene trends and at-home care will sustain demand in the coming years Brand trust, price, and retail reach will enable top players to retain their positions Out-of-home alternatives may slow growth but will not eliminate demand

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