

Depilatories in Sweden

June 2025

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Depilatories in Sweden - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Depilatories suffers from category maturity Estrid continues to shake up the market with a fresh approach to depilatories Distribution landscape evolving as Estrid brings new ideas to the market

PROSPECTS AND OPPORTUNITIES

Skinification trend set to remain a key driver of value growth Environmental and financial concerns expected to inform market demand Limited opportunities for real innovation

CATEGORY DATA

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Beauty and Personal Care in Sweden - Industry Overview

EXECUTIVE SUMMARY

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DISCLAIMER

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