



# Depilatories in Greece

May 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Women's razors and blades drive growth as a practical and affordable solution  
Established multinational brands lead depilatories as consumers turn to trusted products  
Share for retail e-commerce is driven by online promotions, deals and discounts

PROSPECTS AND OPPORTUNITIES

Growth for women's razors and blades will be drive by affordably  
Hair removers/bleaches will face challenges from both salons, and women's razors and blades  
Opportunities for growth may be found with men's depilatories

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Beauty and Personal Care in Greece - Industry Overview

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DISCLAIMER

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