



**Euromonitor
International**

Depilatories in Hong Kong, China

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Depilatories continues on post-pandemic growth trajectory
Procter & Gamble retains lead of highly consolidated competitive landscape
Wide distribution in local market ensures availability and access

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Steady growth predicted over the forecast period
Focus on natural and organic formulations
Offline distribution to remain dominant due to greater convenience

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Beauty and Personal Care in Hong Kong, China - Industry Overview

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DISCLAIMER

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