

# Depilatories in North Macedonia

May 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Time saving and cost-effective alternatives to salon treatments drives growth for depilatories  
The well-established Gillet brand helps Procter & Gamble retains its lead in 2024  
Supermarkets dominate distribution, with ongoing expansion supporting growth

PROSPECTS AND OPPORTUNITIES

Cost conscious behaviour is set to support growth as consumers favour at-home treatments  
New products developments and innovation will focus on natural and gentle ingredients  
Specialised and targeted solutions are set to become more common within depilatories

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Beauty and Personal Care in North Macedonia - Industry Overview

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DISCLAIMER

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