

# Depilatories in Malaysia

April 2024

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# Depilatories in Malaysia - Category analysis

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#### 2023 DEVELOPMENTS

Women's razors and blades drives overall growth for depilatories

Private label benefits from price sensitivity

Salon services hinder growth, and convenience and value-added features drive development

## PROSPECTS AND OPPORTUNITIES

Growth will be curbed by rise of alternatives and lack of brands

Women's razors and blades to benefit further from cost-consciousness

Online retailers up their game and force store-based players to invest more in e-commerce

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