

# Depilatories in Nigeria

May 2023

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# Depilatories in Nigeria - Category analysis

# **KEY DATA FINDINGS**

#### 2022 DEVELOPMENTS

Depilatories sees a weak performance due to poor economic conditions

Depilatories benefit from a rising number of women in formal employment

Gillette retains its lead but faces rising competition from close competitors

# PROSPECTS AND OPPORTUNITIES

Depilatories to grow as women's income and spending increases

Women's razors and blades drive growth due rising competition and ease of use

Culture continues to challenge sales and stifle growth across the coming years

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