

Depilatories in Mexico

June 2023

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Depilatories in Mexico - Category analysis

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2022 DEVELOPMENTS

As life returns to relative normality volume sales bounce back

Hair removers/bleaches proving popular driven by new product development and innovation

Gillette retains a strong lead as women's razors and blades continues to dominate sales

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Is body hair becoming fashion statement for women?

Professional services threaten to steal sales away from depilatories

Putting women in control likely to be a prominent feature of marketing and new product development

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