

Depilatories in Uruguay

April 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Demand for depilatories falls for the third consecutive year due to cross-border activity
Leading brands continue to focus on added value and benefits such as ease of use
Sebamar SA, Carrau & Cia and Karinda Ltda lead sales by representing global brands

PROSPECTS AND OPPORTUNITIES

Pharmacies set to extend its lead and remain the preferred retail channel for depilatories
Emergence of e-commerce presents opportunities to boost demand for depilatories
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Beauty and Personal Care in Uruguay - Industry Overview

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