

Depilatories in Colombia

April 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Economic pressure on consumers boosts sales of women’s razors and blades, while natural and gentle formulae remain key in hair removers/bleaches
Gillette Venus aims to open up discussion around intimate grooming
Reckitt Benckiser retains lead

PROSPECTS AND OPPORTUNITIES

Consumers expect depilatories to be multi-functional and offer greater value
Sustainability likely to gain momentum within depilatories to address consumers’ concerns
Stable demand predicted for women’s razors and blades over forecast period, but professional hair removal offers further competition

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Beauty and Personal Care in Colombia - Industry Overview

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DISCLAIMER

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