

Depilatories in Ireland

April 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

At home treatments support sales as consumers migrate away from salons
Innovations focus on sustainability and efficiency to align with consumer demands
Procter & Gamble retains its lead; however, share is lost as private label gains ground

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Higher levels of socialising drives sales and supports growth in depilatories
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Beauty and Personal Care in Ireland - Industry Overview

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DISCLAIMER

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