

Depilatories in the United Kingdom

May 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

- Disposables women's razors and blades benefit from affordability and return of travel
- Body positivity and acceptance continue to reshape depilatories
- Razor subscription services reach saturation point as physical stores continue to drive category sales

PROSPECTS AND OPPORTUNITIES

- Skinification will continue to drive innovation in depilatories
- Face shaving set to gain further popularity among women
- Despite emerging sustainable products, depilatories will primarily focus on maintaining a price advantage

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Beauty and Personal Care in the United Kingdom - Industry Overview

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DISCLAIMER

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