

# Depilatories in Vietnam

April 2024

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2023 DEVELOPMENTS

Depilatories continues to grow despite the prevalence of professional hair removal services  
Lifestyle shifts and rising interest in personal appearance boost growth for hair removers/bleaches  
Big players maintain strong presence in intensely competitive landscape

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Rise of e-commerce rise will contribute to faster category growth

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Beauty and Personal Care in Vietnam - Industry Overview

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DISCLAIMER

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