

# Depilatories in Argentina

April 2024

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## Depilatories in Argentina - Category analysis

#### **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Sales benefit from warmer weather and an increase in social activities

Women increasingly opt for razors and blades specifically designed for females

The success of leading players leaves little room for private label and direct sellers

## PROSPECTS AND OPPORTUNITIES

Consumers move from salons to at-home solutions, driving growth on the landscape

Price-sensitive consumers create growth opportunities for private label goods

Men become a key target as players launch specific campaigns for males

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