

Depilatories in Costa Rica

April 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Demand rebounds as inflation falls and consumers resume pre-pandemic routines

Consumers continue to show little interest in women's pre-shave products

More sophisticated varieties gain ground in women's razors and blades

PROSPECTS AND OPPORTUNITIES

Convenience factor will mitigate threat from professional hair removal services

Women's pre-shave should benefit from growing availability of added-value products

Demand for hair removers/bleaches set to remain relatively low

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DISCLAIMER

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