

Depilatories in Switzerland

April 2024

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Depilatories in Switzerland - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Innovation and return to active lifestyles boost women's razors and blades

Hair removers/bleaches and women's pre-shave continue to struggle

Procter & Gamble leverages the strength of Gillette to maintain clear lead

PROSPECTS AND OPPORTUNITIES

Slow development anticipated over the forecast period

Growing competition to depilatories

Little change expected in the competitive and distribution landscapes

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Beauty and Personal Care in Switzerland - Industry Overview

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