

Depilatories in India

July 2023

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2022 DEVELOPMENTS

Depilatories witnesses a return to growth in value terms in 2022

Brands leverage promotional campaigns with brand ambassadors to bolster awareness

Increasing mobile internet penetration, coupled with quick commerce, further drives sales via e-commerce

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Brand extensions to target men set to provide growth opportunities

Strong competition for depilatories from salons and laser hair removal

Increased exposure to global culture and rising urbanisation open up room for growth

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DISCLAIMER

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