Euromonitor International

Depilatories in Israel

May 2025

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Depilatories in Israel - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Popularity of alternative hair removal solutions continues to depress demand
Procter & Gamble still the outright leader in depilatories
Pharmacies remains the top distribution channel

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Depilatories will continue to show mixed results in volume and value terms
Penetration of premium products expected to remain negligible
Limited scope for innovation due to falling demand

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DISCLAIMER

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