

Depilatories in Hong Kong, China

May 2022

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Depilatories in Hong Kong, China - Category analysis

KEY DATA FINDINGS

2021 DEVELOPMENTS

Sales of depilatories remain flat

Hair removers fares better than razors as consumers are more knowledgeable about the pros and cons of each hair removal method

Demand for women's pre-shave remains sluggish and on a continuous downwards trend

PROSPECTS AND OPPORTUNITIES

Continuous contraction in sales of depilatories due to popularity of alternative hair removal methods

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