

Depilatories in Uzbekistan

May 2023

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Depilatories in Uzbekistan - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Price-sensitive consumers continue to favour cheap and essential products
The share of Turkish brands is growing, but the global giants retain a monopoly
The prices for salon procedures show a significant increase, deterring consumers' return

PROSPECTS AND OPPORTUNITIES

Most products beyond razors and blades will remain niche
Hair removers/bleaches will continue to have a limited consumer base
Gillette Venus will retain its strong lead

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DISCLAIMER

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