

Depilatories in the Czech Republic

April 2024

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Depilatories in the Czech Republic - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Increasing cost of laser hair removal and home IPL temporarily boosts sales of depilatories products Discounters gain further market share as consumers seek cheaper alternatives Women's pre-shave products drive growth due to new formats

PROSPECTS AND OPPORTUNITIES

Growth potential remains fragile, with only marginal value and volume growth expected Discounters set to grow in popularity Online sales of depilatories likely to increase over the forecast period

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