

Depilatories in Croatia

April 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Products with an ecological and/or natural positioning gain ground in depilatories
Demand under pressure due to preference for professional hair removal services
Few changes in the competitive landscape as the dominant leaders remain in charge

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More natural products set to continue gaining ground
Modest increases in demand ahead as depilatories face stiff competition
Major changes in the retail distribution of depilatories unlikely to be seen

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Beauty and Personal Care in Croatia - Industry Overview

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DISCLAIMER

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