

Depilatories in Estonia

April 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

The warm weather in 2023 leads depilatories to record a strong performance
Pre-shave continues to record a retail volume decline as substitutes challenge growth
Retailers look to increase competition on a landscape led by major players

PROSPECTS AND OPPORTUNITIES

Retail volume sales decline as maturity and laser hair removal are rising challenges
Economy hair removal could perform well if retailers diversified portfolios
Competition in razors to remain low, with Venus and Wilkinson continuing to dominate

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Beauty and Personal Care in Estonia - Industry Overview

EXECUTIVE SUMMARY

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DISCLAIMER

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