

Depilatories in Brazil

Market Direction | 2022-07-28 | 26 pages | Euromonitor

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Report description:

The term "Brazilian wax" is familiar and popular around the world. The common local practice can be carried out at home or by professionals in the high number of salons located across Brazil. Many of the standard salons not only offer hair services, but also nail treatments and depilation. The popularity of depilatories in Brazil relates to the great coastline in the country allied to its tropical weather, which makes body image extremely important for much of the population. The cultural habit...

Euromonitor International's Depilatories in Brazil report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2017-2021, allowing you to identify the sectors driving growth. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Hair Removers/Bleaches, Women's Pre-Shave, Women's Razors and Blades.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Depilatories market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

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Thousands of closed salons hamper access to more sophisticated options

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