

## **Depilatories in Romania**

Market Direction | 2023-05-09 | 20 pages | Euromonitor

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### **Report description:**

Volume sales of depilatories rose only very moderately during 2022 despite the increased interest in hair removal generally among the population of Romania. The main reason for the lacklustre performance in the category during the year is that the attention of many local people has turned away from retail sales of depilatories and towards alternative hair removal methods, including notably intense pulsed light (IPL) treatments, also known as laser hair removal treatments. This painless, safe and...

Euromonitor International's Depilatories in Romania report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022, allowing you to identify the sectors driving growth. Forecasts to 2027 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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