

## Depilatories in Vietnam

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

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### Report description:

After a year of decline in 2021 during the worst impact of the pandemic, in 2022 depilatories saw a return to current value growth, as activities outside the home resumed in the country as the pandemic eased - people went out more often to meet friends, and paid more attention to grooming, including hair removal. Even though there are a number of spas offering laser hair removal services, even for those who use such services efficacy is not 100%, and some hair growth still remains, therefore als...

Euromonitor International's Depilatories in Vietnam 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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Depilatories returns to growth in Vietnam, driven by hair removers/bleaches

Points of differentiation are increasingly seen amongst hair removers/bleaches

Global player leads due to strong distribution and a good reputation

#### PROSPECTS AND OPPORTUNITIES

Depilatories set to see stable growth in the coming years

Consumers expected to demand innovations to improve the hair removal experience

E-commerce likely to contribute to growth due to price promotions

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