

Depilatories in Sweden

Market Direction | 2023-05-11 | 21 pages | Euromonitor

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Report description:

Depilatories saw unremarkable growth in constant value terms in 2022, continuing the trend of the previous year. Sales were less affected by the pandemic than other categories, such as colour cosmetics, as items such as women's razors and blades are regarded as necessities and as such, tend to be purchased alongside other basic beauty and personal care items in modern grocery outlets. However, the declining frequency of opportunities for social and workplace interaction, as well as international...

Euromonitor International's Depilatories in Sweden 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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Skinification trend adds value

Alternative depilation methods and sustainability concerns fail to make an impact

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