

## Depilatories in Argentina

Market Direction | 2024-04-12 | 20 pages | Euromonitor

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### Report description:

In 2023, all depilatories products in Argentina registered positive growth in retail value and volume terms. The peak of tourism in 2022 and 2023 positively impacted growth while hotter weather boosted sales. Sales for depilatories is traditionally concentrated during the warmer months of October to March. However, during the review period, sales have begun to increase during the traditionally colder months, with temperatures being higher than usual. This factor has partnered with increased soci...

Euromonitor International's Depilatories in Argentina report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2019-2023, allowing you to identify the sectors driving growth. Forecasts to 2028 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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##### 2023 DEVELOPMENTS

Sales benefit from warmer weather and an increase in social activities

Women increasingly opt for razors and blades specifically designed for females

The success of leading players leaves little room for private label and direct sellers

#### PROSPECTS AND OPPORTUNITIES

Consumers move from salons to at-home solutions, driving growth on the landscape

Price-sensitive consumers create growth opportunities for private label goods

Men become a key target as players launch specific campaigns for males

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