

## **Depilatories in South Korea**

Market Direction | 2024-04-15 | 20 pages | Euromonitor

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### **Report description:**

Depilatories maintained solid current value growth for another consecutive year in South Korea in 2023, although the rate of increase slowed compared with the previous couple of years. Nevertheless, women's razors and blades continued to see robust double-digit growth in 2023, driven by increasing consumer awareness in this category. Brands have been successful in elevating preferences amongst female consumers, and have surpassed general-purpose depilatories by emphasising claims such as gentlen...

Euromonitor International's Depilatories in South Korea 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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