

Depilatories in Sweden

Market Direction | 2024-04-22 | 20 pages | Euromonitor

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Report description:

Depilatories remained a relatively uneventful category in 2023. While the continued popularity of the Estring brand injects some innovation, overall growth is modest. Depilatory products are considered an essential item by most Swedish women, leading to a mature market with limited room for significant expansion. The preference for a hairless look has been the norm for a long time, driving consumers towards longer-lasting hair removal methods, which boost value sales (due to less frequent purchas...

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 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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