

Depilatories in Switzerland

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

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Report description:

Depilatories in Switzerland saw positive retail volume and current value growth in 2023. However, this development was mainly due to the good performance of women's razors and blades. This category posted the only increase in retail volume terms and by far the fastest retail current value growth at the end of the review period. Women's razors and blades benefited from innovation via new product launches and advertising. New launches featured products designed for more specific body areas, such a...

Euromonitor International's Depilatories in Switzerland 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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Innovation and return to active lifestyles boost women's razors and blades

Hair removers/bleaches and women's pre-shave continue to struggle

Procter & Gamble leverages the strength of Gillette to maintain clear lead

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