

## **Depilatories in Estonia**

Market Direction | 2024-04-29 | 18 pages | Euromonitor

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### **Report description:**

In 2023, depilatories in Estonia recorded positive retail value growth, with retail volume sales rising in hair removers/bleaches and women's razors and blades. This was an improvement compared to the review period, with the warm weather in 2023 driving higher sales, with a significant and stand out performance for hair remover/bleach. Veet was the major player in the bleaches and hair removal category in, with the increase in sales boosting share for the player in 2023.

Euromonitor International's Depilatories in Estonia 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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