

## **Depilatories in North Macedonia**

Market Direction | 2024-04-30 | 18 pages | Euromonitor

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### **Report description:**

Though there was double-digit growth in current value sales of depilatories in North Macedonia in 2023, volume growth was minimal and constant value sales fell slightly. Continuing high inflation, as well as a declining population, dampened value sales. There was also a degree of trading down behaviour, with for instance women opting to buy men's razors instead, which are often cheaper. That being said, home treatments remain much more popular than beauty salon offerings, as the average consumer...

Euromonitor International's Depilatories in North Macedonia 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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