

Depilatories in Pakistan

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

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Report description:

Depilatories in Pakistan witnessed significant growth in 2023, driven by an increasing number of women joining the workforce. This demographic shift has led to higher spending on personal care products, particularly in grooming categories. Pakistani women consumers have shown a strong preference for bleaches and cream-based hair removers over traditional razors, reflecting a cultural inclination towards non-invasive and convenient hair removal methods. The popularity of these products lies in th...

Euromonitor International's Depilatories in Pakistan 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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