

## **Depilatories in Uruguay**

Market Direction | 2024-04-30 | 21 pages | Euromonitor

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### **Report description:**

2023 was the third year in a row that depilatories in Uruguay experienced volume sales decreases, with declining demand registered in all three of the categories that comprise depilatories: hair removers/bleaches, women's pre-shave and women's razors and blades. However, it should be noted that this decline in demand applies only to legitimate retail sales of products distributed by official suppliers and that falling volume sales are due to the shift towards parallel imports and products smuggl...

Euromonitor International's Depilatories in Uruguay 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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DEPILATORIES IN URUGUAY

KEY DATA FINDINGS

2023 DEVELOPMENTS

Demand for depilatories falls for the third consecutive year due to cross-border activity

Leading brands continue to focus on added value and benefits such as ease of use

Sebamar SA, Carrau & Cia and Karinda Ltda lead sales by representing global brands

PROSPECTS AND OPPORTUNITIES

Pharmacies set to extend its lead and remain the preferred retail channel for depilatories

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