

## Depilatories in Malaysia

Market Direction | 2024-04-29 | 22 pages | Euromonitor

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### Report description:

Depilatories remained a highly consolidated category in Malaysia in 2023. Reckitt Benckiser continued to dominate hair removers/bleaches with its brand Veet, with the brand still gaining value share, while Procter & Gamble maintained its dominant lead in women's razors and blades with its Gillette brand, which is synonymous with this type of product in the country. Procter & Gamble remains highly active in its advertising and promotional efforts to support new product developments.

Euromonitor International's Depilatories in Malaysia 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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tel. 0048 603 394 346 e-mail: support@scotts-international.com

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Women's razors and blades drives overall growth for depilatories

Private label benefits from price sensitivity

Salon services hinder growth, and convenience and value-added features drive development

#### PROSPECTS AND OPPORTUNITIES

Growth will be curbed by rise of alternatives and lack of brands

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Online retailers up their game and force store-based players to invest more in e-commerce

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