



Euromonitor  
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# Depilatories in Switzerland

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## Depilatories in Switzerland - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Innovation and return to active lifestyles boost women's razors and blades

Hair removers/bleaches and women's pre-shave continue to struggle

Procter & Gamble leverages the strength of Gillette to maintain clear lead

#### PROSPECTS AND OPPORTUNITIES

Slow development anticipated over the forecast period

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