

# Depilatories in Nigeria

May 2023

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## Depilatories in Nigeria - Category analysis

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Depilatories sees a weak performance due to poor economic conditions  
Depilatories benefit from a rising number of women in formal employment  
Gillette retains its lead but faces rising competition from close competitors

#### PROSPECTS AND OPPORTUNITIES

Depilatories to grow as women's income and spending increases  
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Culture continues to challenge sales and stifle growth across the coming years

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