

Depilatories in Taiwan

June 2023

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Depilatories in Taiwan - Category analysis

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2022 DEVELOPMENTS

Hair removal is a growing trend in Taiwan, including amongst men

Sales of depilatories grow even as COVID-19 eases

Edgewell Personal Care Taiwan Ltd retains its dominance in depilatories

PROSPECTS AND OPPORTUNITIES

IPL devices expected to challenge the growth of depilatories

Players will seek opportunities by adding more features, including skin care

Waxing kits bundled with fragrance products for "me-time" concept

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DISCLAIMER

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