

Depilatories in Taiwan

April 2024

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Depilatories in Taiwan - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Sales remain positive as consumers resume social activities following COVID-19
Hair removal cream gains popularity as an affordable option
Edgewell Persona Care Taiwan Ltd remains the leading brand with a wide offerings

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Players will seek opportunities by adding more features, including skin care
Laser hair removal and IPL devices becomes an ongoing threat to depilatories
Male consumers increasingly seek hair removal products

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DISCLAIMER

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