



# Depilatories in the Philippines

April 2024

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## Depilatories in the Philippines - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Depilatories represents a highly diverse market, with consumers open to a range of hair removing methods, with eyebrow razors growing in popularity  
Access to a range of professional treatments presents a significant obstacle to growth  
Gillette remains the go to option in women's razors and blades

#### PROSPECTS AND OPPORTUNITIES

Depilatories set for further growth but "natural" DIY options likely to limit the potential of the category  
Beauty salons will present competition to depilatories, although demand from home-based businesses could boost retail sales  
E-commerce offers opportunities for brands to expand their reach

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