

Depilatories in Portugal

April 2024

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Depilatories in Portugal - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Convenience, inflation and the long summer drives growth for depilatories
The ease of razors and blades leads the product to record the strongest performance
Private label and Procter & Gamble gain ground, focusing on razors and blades

PROSPECTS AND OPPORTUNITIES

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Innovation to encourage both retail volume and retail value sales
Health and personal care stores set to gain share across the forecast period

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Beauty and Personal Care in Portugal - Industry Overview

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DISCLAIMER

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