

# Depilatories in Australia

May 2024

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# Depilatories in Australia - Category analysis

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Multifunctional products place pressure on women's pre-shave

Competition posed by rising interest in at-home cosmetic hair removal

Product innovation strives to enhance the shaving experience for women

## PROSPECTS AND OPPORTUNITIES

Product innovation will increasingly prioritise multifunctionality

Sustainability will continue to shape the development of depilatories in Australia

Electric shavers and IPL devices pose a threat to traditional razors and blades

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