

# **Depilatories in South Korea**

April 2024

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# Depilatories in South Korea - Category analysis

### **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Depilatories maintains growth for five consecutive years LG Household & Health Care dominates depilatories in 2023 Retail e-commerce dominates the distribution of depilatories

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Threat to sales of depilatories over the forecast period Single brand dominance expected to continue Penetration of retail e-commerce will remain significant

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