

Depilatories in Brazil

July 2023

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Depilatories in Brazil - Category analysis

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2022 DEVELOPMENTS

Colder summer and inflation peak hinder rebound for depilatories in 2022
Launches focus on skin sensitivity, comfort and efficiency in the depilation process
A growing number of successful beauty salons expand via franchising

PROSPECTS AND OPPORTUNITIES

Brand extensions for skin care offer opportunities in pre- and post-depilation procedures
Popularisation of laser hair removal may reduce demand for traditional depilatories in the long term
High- and low-end offers to become highly relevant due to polarised consumption

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DISCLAIMER

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