

Depilatories in Austria

June 2023

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Depilatories in Austria - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Slow return to normality sees use of depilatories become routine again
New launches add dynamism to depilatories
Procter & Gamble leverages a strong brand and investments to lead the category

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Positive but slow growth anticipated as the market size stabilises
More specialised products to gain traction, but professional hair removal services remain a threat
High prices may see switches to lower-priced offerings

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DISCLAIMER

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