

Depilatories in Taiwan

April 2024

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Depilatories in Taiwan - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Sales remain positive as consumers resume social activities following COVID-19
Hair removal cream gains popularity as an affordable option
Edgewell Persona Care Taiwan Ltd remains the leading brand with a wide offerings

PROSPECTS AND OPPORTUNITIES

Players will seek opportunities by adding more features, including skin care
Laser hair removal and IPL devices becomes an ongoing threat to depilatories
Male consumers increasingly seek hair removal products

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Beauty and Personal Care in Taiwan - Industry Overview

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DISCLAIMER

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