

# Depilatories in Estonia

April 2024

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## Depilatories in Estonia - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

The warm weather in 2023 leads depilatories to record a strong performance  
Pre-shave continues to record a retail volume decline as substitutes challenge growth  
Retailers look to increase competition on a landscape led by major players

#### PROSPECTS AND OPPORTUNITIES

Retail volume sales decline as maturity and laser hair removal are rising challenges  
Economy hair removal could perform well if retailers diversified portfolios  
Competition in razors to remain low, with Venus and Wilkinson continuing to dominate

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