

# Depilatories in Uruguay

April 2024

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## Depilatories in Uruguay - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Demand for depilatories falls for the third consecutive year due to cross-border activity

Leading brands continue to focus on added value and benefits such as ease of use

Sebamar SA, Carrau & Cia and Karinda Ltda lead sales by representing global brands

#### PROSPECTS AND OPPORTUNITIES

Pharmacies set to extend its lead and remain the preferred retail channel for depilatories

Emergence of e-commerce presents opportunities to boost demand for depilatories

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