

# Depilatories in Colombia

April 2024

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## Depilatories in Colombia - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Economic pressure on consumers boosts sales of women's razors and blades, while natural and gentle formulae remain key in hair removers/bleaches

Gillette Venus aims to open up discussion around intimate grooming

Reckitt Benckiser retains lead

#### PROSPECTS AND OPPORTUNITIES

Consumers expect depilatories to be multi-functional and offer greater value

Sustainability likely to gain momentum within depilatories to address consumers' concerns

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