

Depilatories in Ireland

April 2024

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Depilatories in Ireland - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

At home treatments support sales as consumers migrate away from salons
Innovations focus on sustainability and efficiency to align with consumer demands
Procter & Gamble retains its lead; however, share is lost as private label gains ground

PROSPECTS AND OPPORTUNITIES

Higher levels of socialising drives sales and supports growth in depilatories
Natural home-made alternatives offer competition across the forecast period
Convenience and skinification to support sales over the forecast period

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DISCLAIMER

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