



Depilatories in the United Kingdom

May 2024

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Depilatories in the United Kingdom - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Disposables women's razors and blades benefit from affordability and return of travel
Body positivity and acceptance continue to reshape depilatories
Razor subscription services reach saturation point as physical stores continue to drive category sales

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Skinification will continue to drive innovation in depilatories
Face shaving set to gain further popularity among women
Despite emerging sustainable products, depilatories will primarily focus on maintaining a price advantage

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DISCLAIMER

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