



# Depilatories in Japan

April 2024

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## Depilatories in Japan - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

While social activities normalise, fiercer competition continues to be a headwind

Safety and moisturisation are key in product selection, just like in skin care

Disposable products going green

#### PROSPECTS AND OPPORTUNITIES

Women's razors and blades set to see slight growth in depilatories

Desire to take care of pubic hair will generate demand

Availability of razors and blades for specific body parts will increase

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