



Depilatories in Vietnam

April 2024

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Depilatories in Vietnam - Category analysis

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2023 DEVELOPMENTS

Depilatories continues to grow despite the prevalence of professional hair removal services
Lifestyle shifts and rising interest in personal appearance boost growth for hair removers/bleaches
Big players maintain strong presence in intensely competitive landscape

PROSPECTS AND OPPORTUNITIES

Depilatories still holds substantial growth potential, with local players set to strengthen their position
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Rise of e-commerce rise will contribute to faster category growth

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DISCLAIMER

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