



Depilatories in Croatia

April 2024

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Depilatories in Croatia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Products with an ecological and/or natural positioning gain ground in depilatories
Demand under pressure due to preference for professional hair removal services
Few changes in the competitive landscape as the dominant leaders remain in charge

PROSPECTS AND OPPORTUNITIES

More natural products set to continue gaining ground
Modest increases in demand ahead as depilatories face stiff competition
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DISCLAIMER

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