



# Depilatories in Argentina

April 2024

Table of Contents

## Depilatories in Argentina - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Sales benefit from warmer weather and an increase in social activities  
Women increasingly opt for razors and blades specifically designed for females  
The success of leading players leaves little room for private label and direct sellers

#### PROSPECTS AND OPPORTUNITIES

Consumers move from salons to at-home solutions, driving growth on the landscape  
Price-sensitive consumers create growth opportunities for private label goods  
Men become a key target as players launch specific campaigns for males

#### CATEGORY DATA

Table 1 - Sales of Depilatories by Category: Value 2018-2023  
Table 2 - Sales of Depilatories by Category: % Value Growth 2018-2023  
Table 3 - Sales of Women's Razors and Blades by Type: % Value Breakdown 2019-2023  
Table 4 - NBO Company Shares of Depilatories: % Value 2019-2023  
Table 5 - LBN Brand Shares of Depilatories: % Value 2020-2023  
Table 6 - Forecast Sales of Depilatories by Category: Value 2023-2028  
Table 7 - Forecast Sales of Depilatories by Category: % Value Growth 2023-2028

## Beauty and Personal Care in Argentina - Industry Overview

### EXECUTIVE SUMMARY

Beauty and personal care in 2023: The big picture  
2023 key trends  
Competitive landscape  
Retailing developments  
What next for beauty and personal care?

#### MARKET DATA

Table 8 - Sales of Beauty and Personal Care by Category: Value 2018-2023  
Table 9 - Sales of Beauty and Personal Care by Category: % Value Growth 2018-2023  
Table 10 - GBO Company Shares of Beauty and Personal Care: % Value 2019-2023  
Table 11 - NBO Company Shares of Beauty and Personal Care: % Value 2019-2023  
Table 12 - LBN Brand Shares of Beauty and Personal Care: % Value 2020-2023  
Table 13 - Penetration of Private Label in Beauty and Personal Care by Category: % Value 2018-2023  
Table 14 - Distribution of Beauty and Personal Care by Format: % Value 2018-2023  
Table 15 - Distribution of Beauty and Personal Care by Format and Category: % Value 2023  
Table 16 - Forecast Sales of Beauty and Personal Care by Category: Value 2023-2028  
Table 17 - Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2023-2028

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### SOURCES

Summary 1 - Research Sources

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