



Depilatories in Switzerland

April 2024

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Depilatories in Switzerland - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Innovation and return to active lifestyles boost women's razors and blades

Hair removers/bleaches and women's pre-shave continue to struggle

Procter & Gamble leverages the strength of Gillette to maintain clear lead

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Slow development anticipated over the forecast period

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Little change expected in the competitive and distribution landscapes

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DISCLAIMER

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