



Depilatories in Estonia

April 2024

Table of Contents

Depilatories in Estonia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

The warm weather in 2023 leads depilatories to record a strong performance
Pre-shave continues to record a retail volume decline as substitutes challenge growth
Retailers look to increase competition on a landscape led by major players

PROSPECTS AND OPPORTUNITIES

Retail volume sales decline as maturity and laser hair removal are rising challenges
Economy hair removal could perform well if retailers diversified portfolios
Competition in razors to remain low, with Venus and Wilkinson continuing to dominate

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 - NBO Company Shares of Depilatories: % Value 2019-2023
- Table 4 - LBN Brand Shares of Depilatories: % Value 2020-2023
- Table 5 - Forecast Sales of Depilatories by Category: Value 2023-2028
- Table 6 - Forecast Sales of Depilatories by Category: % Value Growth 2023-2028

Beauty and Personal Care in Estonia - 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 7 - Sales of Beauty and Personal Care by Category: Value 2018-2023
- Table 8 - Sales of Beauty and Personal Care by Category: % Value Growth 2018-2023
- Table 9 - GBO Company Shares of Beauty and Personal Care: % Value 2019-2023
- Table 10 - NBO Company Shares of Beauty and Personal Care: % Value 2019-2023
- Table 11 - LBN Brand Shares of Beauty and Personal Care: % Value 2020-2023
- Table 12 - Penetration of Private Label in Beauty and Personal Care by Category: % Value 2018-2023
- Table 13 - Distribution of Beauty and Personal Care by Format: % Value 2018-2023
- Table 14 - Distribution of Beauty and Personal Care by Format and Category: % Value 2023
- Table 15 - Forecast Sales of Beauty and Personal Care by Category: Value 2023-2028
- Table 16 - Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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