



Euromonitor
International

Depilatories in India

July 2024

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Depilatories in India - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

In 2023 depilatories sees significant growth, recovering from the effects of the pandemic

New products and formats for painless hair removal on the rise

Reckitt Benckiser continues to lead depilatories with its Veet brand

PROSPECTS AND OPPORTUNITIES

Companies set to focus on raising awareness to expand the consumer base

Depilatories will continue to face competition from salons, at-home salon services, and laser hair treatments

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DISCLAIMER

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