



Depilatories in Ecuador

April 2024

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Depilatories in Ecuador - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Veet launches a new formula in response to declining volume sales in 2023

New products appear that are designed to cater to specific consumer needs

Women use standard razors and blades to avoid the so-called “pink tax”

PROSPECTS AND OPPORTUNITIES

Laser depilation set become a stronger challenger to sales of depilatories

Sustainability and eco-friendly proposals to become more appealing to consumers

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DISCLAIMER

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