



Depilatories in Hungary

May 2025

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Depilatories in Hungary - Category analysis

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2024 DEVELOPMENTS

A market correction following strong sales leads to a decline in value growth
Value packs and private labels gain ground as Reckitt Benckiser retains the lead
Male grooming is expanding, supporting sales for body and intimate shaving

PROSPECTS AND OPPORTUNITIES

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Electric and salon-based hair removal will challenge growth for depilatories
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DISCLAIMER

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