



Depilatories in Georgia

May 2025

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Depilatories in Georgia - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Growth in depilatories is bolstered by ongoing innovations and affordability
Procter & Gamble retains the lead while Veet from Reckitt Benckiser improves its share
Pharmacies increase share as consumers appreciate a wide variety of goods and professional advice

PROSPECTS AND OPPORTUNITIES

The expansion of modern retailers and sales of women's pre-shave are set to support forecast growth
Disposable razors are expected to gain ground above reusable options
The declining cost of laser epilation will challenge sales of depilatory products

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Beauty and Personal Care in Georgia - Industry Overview

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DISCLAIMER

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