



Euromonitor  
International

# Depilatories in Hong Kong, China

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## Depilatories in Hong Kong, China - Category analysis

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#### 2024 DEVELOPMENTS

Depilatories continues on post-pandemic growth trajectory  
Procter & Gamble retains lead of highly consolidated competitive landscape  
Wide distribution in local market ensures availability and access

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Focus on natural and organic formulations  
Offline distribution to remain dominant due to greater convenience

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