

## Depilatories in Ecuador

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Women's razors and blades remained an underdeveloped category in Ecuador in 2017, as women still showed a tendency to use male products for depilation. The main reason behind this behaviour is that men's products are more widely available at most retailers, especially among independent small grocers, which cover all cities throughout the country. In addition, men's products are priced lower than women's. Consumption of women's depilatories is highly segmented among various socio-economic groups,...

Euromonitor International's Depilatories in Ecuador report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2013-2017, allowing you to identify the sectors driving growth. Forecasts to 2022 illustrate how the market is set to change.

**Product coverage:** Hair Removers/Bleaches, Women's Pre-Shave, Women's Razors and Blades.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

### Why buy this report?

- Get a detailed picture of the Depilatories market;
- Pinpoint growth sectors and identify factors driving change;
- Understand the competitive environment, the market's major players and leading brands;
- Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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