

Men's Grooming in Switzerland

Market Direction | 2022-08-19 | 26 pages | Euromonitor

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Report description:

Sales of men's grooming stabilised in 2021 after recording declines for a number of years, mainly driven by men's shaving, as Swiss men continue to follow the trend for sporting beards or stubble. However, men's toiletries is benefiting from local males developing an increasing interest in grooming (especially among millennials). Another large value category, men's fragrances, driven by the premium segment, witnessed a significant upturn in demand in 2021 following the drastic declines of the pr...

Euromonitor International's Men's Grooming in Switzerland report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2017-2021, allowing you to identify the sectors driving growth. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Men's Fragrances, Men's Shaving, Men's Toiletries.

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

Why buy this report?

- * Get a detailed picture of the Men's Grooming 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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