

Men's Grooming in Pakistan

Market Direction | 2022-10-12 | 22 pages | Euromonitor

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Report description:

Men's grooming experienced a slower growth in demand in 2020, due the measures introduced to cope with the Coronavirus (COVID-19) pandemic. With fewer opportunities for socialising and more time spent at home due to remote working and studying, public health restrictions and fear of contracting the virus, many men were less inclined to keep up their usual grooming and personal hygiene routines. Demand was further constrained by the economic shock of the pandemic, which weakened purchasing power...

Euromonitor International's Men's Grooming in Pakistan 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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MEN'S GROOMING IN PAKISTAN

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Economic recovery brings men's grooming into more consumers' orbit

Urbanisation pushes Western trends and grows awareness of men's grooming

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