

**Men's Grooming in Argentina**

Market Direction | 2023-04-24 | 23 pages | Euromonitor

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**Report description:**

In 2022 men's shaving declined in terms of volume sales despite the easing of pandemic restrictions and consumers spending more time outside their homes. However, the decline across all product areas within men's shaving does not imply that Argentinian men are neglecting their appearance. On the contrary, men are increasingly demanding high-quality razors and blades, typically with two or three blades, shifting away from cheaper alternatives. As a result, men need to shave less frequently with a...

Euromonitor International's Men's Grooming in Argentina report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022, allowing you to identify the sectors driving growth. Forecasts to 2027 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.

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## Summary 1 Research Sources

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