

Men's Grooming in China

Market Direction | 2023-04-24 | 21 pages | Euromonitor

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Report description:

In 2022, men's skin care experienced a single-digit current value decline due to the pandemic, but overall, the category has yet to gain scale. Amongst the players with a presence, L'Oreal was still the absolute leader in value terms in 2022. By product, men's skin care needs are still focused on oil control and hydration, which is also closely related to the condition of men's skin. Therefore, cleansing is still the most common claim in men's skin care in terms of general skin care products. St...

Euromonitor International's Men's Grooming in China 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.

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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