

## **Men's Grooming in Ecuador**

Market Direction | 2023-05-04 | 22 pages | Euromonitor

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### **Report description:**

In recent years there has been a significant increase in men's cosmetic shampoos aimed at strengthening hair and preventing hair loss. Rising levels of generalized stress in Ecuadorian society has impacted men and women in recent years, with hair loss becoming a growing issue for some men. This type of shampoo is normally aimed at men for whom hair loss tends to be more noticeable. Supermarkets already have a designated area for products of this type, which shows the significant growth it has ha...

Euromonitor International's Men's Grooming 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 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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