

## **Men's Grooming in Egypt**

Market Direction | 2023-05-11 | 22 pages | Euromonitor

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### **Report description:**

Following the devaluation of the Egyptian currency, everything has become extremely expensive for Egyptian consumers. The country has seen a very high rate of inflation and consumer purchasing power has been significantly diminished. In this environment, all consumers looked to economise in 2022 and the beginning of 2023. Men have minimised the frequency of buying expensive razors, for instance. They have also tried to eliminate non-essential products, such as post-shaving products, from their S...

Euromonitor International's Men's Grooming in Egypt 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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