

Men's Grooming in Finland

Market Direction | 2023-05-03 | 23 pages | Euromonitor

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Report description:

In 2022, men's grooming overall enjoyed positive growth current value growth rates. However, despite increased activity from manufacturers and retailers alike, volume growth was marginally negative. Unlike in previous years, most product areas witnessed the introduction of new products, demonstrating the market's need for continuous innovation and variety, and this prevented a deeper decline. As many segments within men's grooming currently offer limited product selections, it is essential for b...

Euromonitor International's Men's Grooming in Finland 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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Volume decline slowed by several new product launches

Men's skin care rises fastest as natural trend expands throughout category

Men's hair care suffers from product withdrawals

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Optimistic outlook for mass men's skin care

Mass men's fragrances holds potential for further growth, and sustainability trends will rise

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