

Men's Grooming in France

Market Direction | 2023-05-03 | 26 pages | Euromonitor

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Report description:

Whilst men's grooming showed positive value growth in 2022, volume sales remained in sluggish negative figures - albeit having improved since the category took a notable hit during the era of the pandemic, when many male consumers became lazy regarding their grooming routines during the lockdowns. In 2022, value growth was primarily being driven by inflationary pressures and the fact that premium categories, such as premium men's fragrances, are showing robust sales. As discussed in fragrances,...

Euromonitor International's Men's Grooming in France 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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