

## **Men's Grooming in Ireland**

Market Direction | 2023-05-02 | 24 pages | Euromonitor

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### **Report description:**

Following the outbreak of COVID-19, men's grooming recorded a recovery in 2022, with socialising increasing while many men returned to the workplace. While men's fragrances recorded an improvement compared to 2020's declines, the most consistent performer was men's skin care, although its volume and value growth rates remained well below pre-pandemic levels. In retail volume terms, premium men's fragrances recorded the most significant growth, with L'Oreal Groupe strengthening its market positio...

Euromonitor International's Men's Grooming in Ireland 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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Euromonitor International  
May 2023

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