

Men's Grooming in Italy

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

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Report description:

Men's grooming saw high single-digit current value growth in 2022 with sales expanding to beyond pre-pandemic levels. The easing of COVID-19 related restrictions, such as the removal of the obligation to wear face masks in shops in May, in most offices from the summer and on public transport and in schools from September, led male consumers to spend less time at home and encouraged them to feel keener to go out more often. Remote working was also less popular in 2022 than in the previous year an...

Euromonitor International's Men's Grooming in Italy 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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