

Men's Grooming in Saudi Arabia

Market Direction | 2023-05-15 | 23 pages | Euromonitor

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Report description:

Men's grooming saw a mixed performance during the pandemic as the Kingdom's COVID-19 measures impacted the different categories in various ways, both positively and negatively. However, the situation was more stable in 2022 as most of the remaining restrictions were lifted, including the requirement to wear face masks indoors. This resulted in more men returning to the workplace while they also socialised more, while many men also took up sport and fitness activities to improve their health. All...

Euromonitor International's Men's Grooming in Saudi Arabia 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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Competition remains strong both from within men's grooming but also from complimentary products

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