

Men's Grooming in South Africa

Market Direction | 2023-05-11 | 23 pages | Euromonitor

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Report description:

During COVID-19 men took a greater interest in their skin care regimen, and this continued into 2022, with men still taking a keen interest in maintaining their skin. Prior to the pandemic, the majority of skin care brands focused on their established target market, which was predominantly women and teenagers, as there was only a small number of skin care products that were specifically for men prior to 2020. However, during the pandemic men also had to spend more time indoors and spent more time...

Euromonitor International's Men's Grooming in South Africa 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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Men continue to do their own grooming during 2022

Return to work accelerates the need for shaving products

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