

## **Men's Grooming in Spain**

Market Direction | 2023-05-04 | 25 pages | Euromonitor

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### **Report description:**

Retail sales of men's grooming products remained below their pre-pandemic levels in constant value terms in 2022, as budget-conscious consumers reduced their spending in the wake of the energy crisis. While demand was boosted by the return of consumers to their physical workplaces, as well as the resumption of social activities, sales showed only marginal growth in real terms, in contrast to the stronger performance of the previous year. Nevertheless, Spanish men are increasingly taking care of themselves...

Euromonitor International's Men's Grooming in Spain 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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Sales remain below pre-pandemic levels in real terms, as cost-conscious males reign in their spending

Despite P&G's efforts to transform everyday personal rituals, men's shaving remains in decline

Puig continues to lead sales, thanks to new product innovation, amid strong competition from private label and smaller players

#### PROSPECTS AND OPPORTUNITIES

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Rising prices of salon services could have possible impact on home treatments

Ageing population represents opportunity for growth

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