

Men's Grooming in the United Kingdom

Market Direction | 2023-04-24 | 26 pages | Euromonitor

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Report description:

While the largest category in men's toiletries in value terms remained men's deodorants in 2022, volume growth in this category was limited by maturity. Some companies, such as Unilever, are attempting to grow, or slow their decline, by developing accessible 72-hour wear deodorant, therefore even value growth is predicted to stagnate by 2025, making it less of an opportunity for brands in the coming years. The main opportunities in men's grooming are in comparatively newer categories such as men...

Euromonitor International's Men's Grooming in United Kingdom 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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