

## **Men's Grooming in Denmark**

Market Direction | 2023-04-24 | 18 pages | Euromonitor

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### **Report description:**

After a strong recovery in 2021 men's grooming continued to see positive value growth in 2022. Although life returned to more normality, with consumers returning to work and socialising more in 2022, demand patterns moderated. Men's grooming products was also hampered by high inflation and the subsequent rise in prices, which led to some downtrading among some income groups. Consequently, value sales declined in real terms alongside a marginal drop in retail volume sales. On balance, men's groom...

Euromonitor International's Men's Grooming in Denmark 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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## **Table of Contents:**

Men's Grooming in Denmark  
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List Of Contents And Tables

### **MEN'S GROOMING IN DENMARK**

#### **KEY DATA FINDINGS**

#### **2022 DEVELOPMENTS**

Men's grooming struggles amid inflationary pressures

Men's skin care witnesses decline as consumption patterns shift back to normality

Shaving subscription services capture consumer's attention

#### **PROSPECTS AND OPPORTUNITIES**

Weaker growth anticipated in years ahead

Environmental concerns will weaken sales of single-use razors

Premium men's grooming brands to regain popularity in the medium-term

#### **CATEGORY DATA**

Table 1 Sales of Men's Grooming by Category: Value 2017-2022

Table 2 Sales of Men's Grooming by Category: % Value Growth 2017-2022

Table 3 Sales of Men's Razors and Blades by Type: % Value Breakdown 2019-2022

Table 4 Sales of Men's Skin Care by Type: % Value Breakdown 2019-2022

Table 5 NBO Company Shares of Men's Grooming: % Value 2018-2022

Table 6 LBN Brand Shares of Men's Grooming: % Value 2019-2022

Table 7 LBN Brand Shares of Men's Razors and Blades: % Value 2019-2022

Table 8 Forecast Sales of Men's Grooming by Category: Value 2022-2027

Table 9 Forecast Sales of Men's Grooming by Category: % Value Growth 2022-2027

### **BEAUTY AND PERSONAL CARE IN DENMARK**

#### **EXECUTIVE SUMMARY**

Beauty and personal care in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for beauty and personal care?

#### **MARKET DATA**

Table 10 Sales of Beauty and Personal Care by Category: Value 2017-2022

Table 11 Sales of Beauty and Personal Care by Category: % Value Growth 2017-2022

Table 12 GBO Company Shares of Beauty and Personal Care: % Value 2018-2022

Table 13 NBO Company Shares of Beauty and Personal Care: % Value 2018-2022

Table 14 LBN Brand Shares of Beauty and Personal Care: % Value 2019-2022

Table 15 Forecast Sales of Beauty and Personal Care by Category: Value 2022-2027

Table 16 Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2022-2027

#### **DISCLAIMER**

#### **SOURCES**

Summary 1 Research Sources

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