

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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