

Men's Grooming in Serbia

Market Direction | 2023-05-12 | 20 pages | Euromonitor

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Report description:

In 2022, men paid more attention to their appearance. The number of men's grooming occasions increased as many consumers returned to their pre-pandemic lifestyle and spent more time outside the home. Premium men's toiletries and premium men's fragrances recorded higher value sales growth, albeit from a low base, than the mass counterparts thanks to a growing number of occasions when premium beauty and personal care products could be used. Despite men's rising awareness of grooming products, stil...

Euromonitor International's Men's Grooming in Serbia 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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SOURCES

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Summary 1 Research Sources

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