

Men's Grooming in Singapore

Market Direction | 2023-05-23 | 22 pages | Euromonitor

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Report description:

Men's grooming saw rapid current value growth in 2022, with increases seen across all categories, boosting sales to above the pre-pandemic level after seeing decline in 2020. Niche brands are growing in popularity in men's grooming in Singapore, due to the presence of parallel importers. These multi-brand players were often previously only available online, but their explosion in popularity means that many are experimenting with retail stores and bringing new brands to consumers' attention. They...

Euromonitor International's Men's Grooming in Singapore 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Extensions of existing brands are proving to be popular

Increasing numbers of men are seeking self-care routines

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