

## **Men's Grooming in Sweden**

Market Direction | 2023-05-11 | 24 pages | Euromonitor

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### **Report description:**

Men's grooming saw positive growth for the second consecutive year in constant value terms in 2022, following a decline in 2020. Men's grooming was more affected by the pandemic than many other beauty and personal categories, such as bath and shower, as Swedish men went longer between shaves, due to a decline in social interaction and the tendency to work from home. However, with the return to normal social and work patterns, sales rebounded to exceed pre-pandemic levels. In addition, the at-hom...

Euromonitor International's Men's Grooming in Sweden 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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