

**Men's Grooming in the US**

Market Direction | 2023-05-24 | 27 pages | Euromonitor

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**Report description:**

With the exception of a short-lived rebound in 2021 due to the return of in-person engagements, men's shaving was declining in volume and real value (at constant 2022 prices) terms over the rest of the review period. In terms of its 2022 performance, men's shaving recorded positive growth in current value terms, but falling sales in volume and real value terms. Men's razors and blades registered the slowest volume decline in 2022, followed by pre-shave, with post-shave the worst performer. In an...

Euromonitor International's Men's Grooming in USA 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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