

Men's Grooming in Brazil

Market Direction | 2023-07-19 | 29 pages | Euromonitor

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Report description:

Men's fragrances continued to dominate men's grooming in 2022, as the most popular product type, deemed essential by many male consumers. In 2020, there was a notable increase in retail volume demand for men's fragrances, and although there was a slight decline in 2021, sales remained higher than the pre-pandemic level. The difficulties faced by consumers during the most restrictive years of the COVID-19 pandemic led the industry to avoid passing on rising costs to final prices. However, in 2022...

Euromonitor International's Men's Grooming in Brazil 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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Barber shops have maintained relevance since their boom in the early 2010s

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