

Men's Grooming in Belgium

Market Direction | 2024-04-12 | 23 pages | Euromonitor

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Report description:

Men's grooming in Belgium is feeling the pressure of a general shift away from the clean-shaven look and rising demand for sustainable options. Retail volume sales of men's shaving continued its downward trajectory in 2023. The rising cost of living brought on by higher inflation pressure also continues to dampen demand, as consumers were more reluctant to invest in new shaving products. The long beard trend has strengthened, affecting the sales performance of pre- and post-shave products, as we...

Euromonitor International's Men's Grooming in Belgium report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2019-2023, allowing you to identify the sectors driving growth. Forecasts to 2028 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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