

Men's Grooming in Canada

Market Direction | 2024-04-12 | 24 pages | Euromonitor

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Report description:

Men's grooming experienced healthy value growth in 2023, primarily propelled by the men's toiletries segment, encompassing bath and shower, skin care, and hair care products. While volumes remained subdued across most categories, there was a marginal uptick in skin care driven by men's increasing focus on maintaining healthy and youthful-looking skin. However, inflationary pressures led to higher prices, prompting men to adopt a more value-conscious approach to shopping and scrutinize their purc...

Euromonitor International's Men's Grooming in Canada 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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Euromonitor International
April 2024

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