

Men's Grooming in Colombia

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

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Report description:

In 2023, men's grooming overall enjoyed positive current value growth rates in Colombia. However, despite increased activity from manufacturers and retailers alike, volume growth was negative. Unlike previous years, the introduction of new products did not prevent a significant decline in volume. While the largest category in men's toiletries in value terms remained men's deodorants, volume growth in this category was limited by maturity. Nonetheless, players continued to present innovations to...

Euromonitor International's Men's Grooming in Colombia 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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