

## **Men's Grooming in Hungary**

Market Direction | 2024-04-18 | 23 pages | Euromonitor

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### **Report description:**

As current fashion trends lean towards styled facial hair, a significant number of male customers are opting for grooming techniques that focus on shaping their beard contours rather than achieving a smooth shave. This has led to a surge in demand for men's shaving and styling creams tailored to facilitate these needs.

Euromonitor International's Men's Grooming in Hungary 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.

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