

## **Men's Grooming in Ireland**

Market Direction | 2024-04-15 | 24 pages | Euromonitor

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### **Report description:**

In 2023, the economic situation limited growth for men's grooming in Ireland. Irish consumers suffered from high inflation and declining GDP growth, eroding their purchase power. Consequently, many consumers moved away from purchasing male-specific items, turning to gender-neutral or family products to save money. This impacted the overall retail volume growth of the landscape in 2023; this eroded the category's performance in 2023, with product areas such as men's toiletries, men's pre-shave an...

Euromonitor International's Men's Grooming in Ireland 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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