

## **Men's Grooming in Norway**

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

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### **Report description:**

While the pandemic did benefit men's grooming sales, the impact was not as significant as in other beauty and personal care categories. This can be attributed to several factors: the market's maturity, a modest premiumisation trend, the growing preference for facial hair, and increasing sales through low-cost stores. Men's toiletries, however, saw a positive performance in 2023 due to the strong showing of men's fragrances and stable growth in men's skin care.

Euromonitor International's Men's Grooming in Norway 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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