

Men's Grooming in Portugal

Market Direction | 2024-04-18 | 24 pages | Euromonitor

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Report description:

In 2023, men's grooming in Portugal recorded positive retail value growth, perceived for several years by manufacturers to present a strong opportunity. Nevertheless, and despite some growth, the landscape has been struggling to really take off. For basic beauty and personal care products such as shower gel or shampoos, many men continue to use unisex products instead of opting for specific men's bath and shower or men's hair care products. This has been further escalated by high inflation rates...

Euromonitor International's Men's Grooming in Portugal 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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