

Men's Grooming in Singapore

Market Direction | 2024-04-16 | 23 pages | Euromonitor

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Report description:

Men's grooming saw stable solid current value growth in Singapore in 2023, driven by a shifting cultural landscape where men are placing greater importance on their physical appearance. As societal norms evolve and perceptions of masculinity change, men are increasingly embracing new grooming habits as part of their daily routine. Men are also becoming more discerning about the products they use, seeking out specialised grooming solutions tailored to their specific needs. This trend is driving i...

Euromonitor International's Men's Grooming in Singapore 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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