

Men's Grooming in Slovakia

Market Direction | 2024-04-18 | 22 pages | Euromonitor

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Report description:

In 2023, men's grooming in Slovakia witnessed robust current value growth, fuelled mostly by men's skin care, which outperformed the entire category in current value and retail volume terms. Facial hair and beards are popular in Slovakia, which has negatively influenced demand for shaving products, although it supported the growth in men's hair care. Despite the overall positive trajectory, a large proportion of value sales were driven by inflation and higher prices in 2023. Men's skin care, for...

Euromonitor International's Men's Grooming in Slovakia 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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Preference for wearing a beard restricts volumes sales
Premium men's skin care fares better than other premium categories

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