

## **Men's Grooming in Spain**

Market Direction | 2024-04-15 | 23 pages | Euromonitor

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### **Report description:**

Men's grooming continued to recover in volume terms in Spain in 2023, albeit remaining in a negative slump, while value is more strongly supported by price hikes driven by inflationary pressures. The economic landscape and consumers' lower spending power are major factors in men's grooming as, beyond consumers' preference for gender-specific fragrances, multi-use products tend to be favoured in men's grooming. For example, as seen with the trend for budget-conscious families to purchase large fo...

Euromonitor International's Men's Grooming in Spain 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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