

Men's Grooming in the Netherlands

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

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Report description:

Men's grooming in the Netherlands saw high single-digit retail current value growth in 2023, supported by average unit price increases. While overall retail volume sales dropped, there were positive growth performances for men's deodorants and fragrances. Meanwhile, the hikes in gas and electricity prices were a major reason for the strong decline in retail volume sales of men's bath and shower. Consumers, in general, have become more aware of the cost of taking baths and showers. Thus, they hav...

Euromonitor International's Men's Grooming in Netherlands 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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Young men show more interest in beauty and personal care

Unilever is active in new product launches in men's deodorants

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