

## **Men's Grooming in Peru**

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

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### **Report description:**

Men's grooming achieved positive value and volume sales in Peru in 2023, albeit at slower growth rates than seen over the past two years. Although men are becoming more interested in taking care of their appearance in Peru, they tend to be more practical with their purchasing selections and are not willing to dedicate a lot of time to their personal care routines. In this context, multipurpose products which cover different needs are proving popular, such as seen with 3-in-1 options. One example...

Euromonitor International's Men's Grooming in Peru 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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