

Men's Grooming in Costa Rica

Market Direction | 2024-04-29 | 22 pages | Euromonitor

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Report description:

In keeping with the trend observed earlier in the review period, multifunctional men's grooming products continued to gain popularity in Costa Rica in 2023. Prominent examples included a Nivea Men liquid soap that is suitable for cleansing the body, hands and hair, Suave Men Body & Face Wash, and a 3-in-1 body, face and post-shave lotion from Lubriderm. Beauty and personal care items offering greater versatility tend to have a stronger appeal among male consumers than their female counterparts,...

Euromonitor International's Men's Grooming in Costa Rica 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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Men's grooming products with multiple functions continue to perform positively
Purchasing decisions increasingly influenced by advice from barbers
Bundling promotions remain highly effective due to strong brand loyalty among men

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Convenience set to remain a key selling point
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