

Men's Grooming in Ecuador

Market Direction | 2024-04-29 | 24 pages | Euromonitor

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Report description:

Since the arrival of the COVID-19 pandemic, there has been a significant trend towards men in Ecuador wearing beards, which has had a negative impact on demand for men's razors and blades as the clean shaven look is no longer considered essential. However, rather than wearing shaggy, unkempt beards, local men are interested in having well-groomed and neatly trimmed beards and this has boosted sales of a variety of products across men's pre-shave and men's post-shave, including balms and beard oil...

Euromonitor International's Men's Grooming in Ecuador 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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