

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 IN COSTA RICA

KEY DATA FINDINGS

2023 DEVELOPMENTS

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

PROSPECTS AND OPPORTUNITIES

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Convenience set to remain a key selling point
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