

## **Men's Grooming in Denmark**

Market Direction | 2024-04-29 | 21 pages | Euromonitor

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### **Report description:**

Men's grooming in Denmark registered a better performance in 2023, with retail volume sales increasing alongside current value growth. Consumer demand bounced back softly across all categories as inflation fell and the propensity to spend recovered slightly. Since the COVID-19 pandemic, men have returned back to work and are keen to socialise, placing a bigger focus on personal appearance. Nevertheless, in 2023 interest rates rises and utility price increases weighed on consumers' budgets with S...

Euromonitor International's Men's Grooming in Denmark 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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