

## **Men's Grooming in Estonia**

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

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### **Report description:**

In 2023, men's grooming in Estonia showcased a positive performance, with double-digit retail value growth and standout volume performances from men's fragrances and bath and shower products. While men's grooming suffered from COVID-19 lockdowns, with current value and volume declines, 2022 and 2023 saw heightened demand. This increase was in line with the return to work, social activities, and the gym, fuelling product demand. In addition, the landscape has positive room for growth as men are i...

Euromonitor International's Men's Grooming in Estonia 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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International players lead while Old Spice increases its advertising  
Premium fragrances outperform mass fragrances in 2023

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