

Men's Grooming in the US

Market Direction | 2024-05-01 | 28 pages | Euromonitor

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Report description:

Men's grooming saw little movement in volume terms, and solid current value growth in the US in 2023. After seeing declines in 2022, as inflationary cost pressures on unit prices subsided in 2023, many categories across men's grooming witnessed improving volume performances, with some even reverting to positive volume growth territory. Categories that saw improving volume performances included men's razors and blades, and men's pre-shave, which only posted slight negative volume declines, compar...

Euromonitor International's Men's Grooming in USA 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Table of Contents:

Men's Grooming in the US
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List Of Contents And Tables

MEN'S GROOMING IN THE US

KEY DATA FINDINGS

2023 DEVELOPMENTS

Improving volume performances across men's shaving, hair care, and deodorants

Continued interest amongst male celebrities in brand-building within the men's grooming space

Influencer and celebrity marketing remains a strategic priority to elevate brand awareness

PROSPECTS AND OPPORTUNITIES

Men's skin care and hair care expected to premiumise through ingredient innovation

Blurring wellness: Ingestible beauty for men

Deodorants diversification: Product variety reflects changing consumer needs

CATEGORY DATA

Table 1 Sales of Men's Grooming by Category: Value 2018-2023

Table 2 Sales of Men's Grooming by Category: % Value Growth 2018-2023

Table 3 Sales of Men's Razors and Blades by Type: % Value Breakdown 2020-2023

Table 4 Sales of Men's Skin Care by Type: % Value Breakdown 2020-2023

Table 5 NBO Company Shares of Men's Grooming: % Value 2019-2023

Table 6 LBN Brand Shares of Men's Grooming: % Value 2020-2023

Table 7 LBN Brand Shares of Men's Razors and Blades: % Value 2020-2023

Table 8 Forecast Sales of Men's Grooming by Category: Value 2023-2028

Table 9 Forecast Sales of Men's Grooming by Category: % Value Growth 2023-2028

BEAUTY AND PERSONAL CARE IN THE US

EXECUTIVE SUMMARY

Beauty and personal care in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for beauty and personal care?

MARKET DATA

Table 10 Sales of Beauty and Personal Care by Category: Value 2018-2023

Table 11 Sales of Beauty and Personal Care by Category: % Value Growth 2018-2023

Table 12 GBO Company Shares of Beauty and Personal Care: % Value 2019-2023

Table 13 NBO Company Shares of Beauty and Personal Care: % Value 2019-2023

Table 14 LBN Brand Shares of Beauty and Personal Care: % Value 2020-2023

Table 15 Penetration of Private Label in Beauty and Personal Care by Category: % Value 2018-2023

Table 16 Distribution of Beauty and Personal Care by Format: % Value 2018-2023

Table 17 Distribution of Beauty and Personal Care by Format and Category: % Value 2023

Table 18 Forecast Sales of Beauty and Personal Care by Category: Value 2023-2028

Table 19 Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2023-2028

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