

Men's Grooming in Uruguay

Market Direction | 2024-04-30 | 24 pages | Euromonitor

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Report description:

While almost all categories of men's grooming registered negative volume growth in 2023, men's fragrances was the one category to buck the generally negative sales trends as both mass men's fragrances and premium men's fragrances registered increasing demand. This positive performance can be attributed largely to the increasing trend among local men for paying more attention to their personal grooming. In fact, in per capita spending on men's fragrances has more than doubled in Uruguay over the...

Euromonitor International's Men's Grooming in Uruguay 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 toiletries sees significant volume sales contraction due to cross-border trade

Sebamar remains dominant in men's shaving via its representation of the Gillette brand

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