

## **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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## Table of Contents:

Men's Grooming in Costa Rica  
Euromonitor International  
April 2024

### List Of Contents And Tables

#### 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

Rising image-consciousness among men will continue to support robust growth  
Convenience set to remain a key selling point  
Products claiming to reduce hair loss expected to make gains in men's hair care

##### 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 COSTA RICA

##### 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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##### SOURCES

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