

## **Men's Grooming in Egypt**

Market Direction | 2024-04-29 | 22 pages | Euromonitor

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### **Report description:**

Men's grooming saw strong current value growth in Egypt in 2023, while volume sales fell slightly during the year. Growth was driven primarily by the fact that the prices of men's grooming products significantly increased. Reasons for these price rises included a big increase in the prices of imported raw materials due to the devaluation of the Egyptian pound. In addition, the increase in fuel prices affected transportation and production costs, with the rising cost of utilities such as electric...

Euromonitor International's Men's Grooming in Egypt 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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