

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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