

Men's Grooming in South Africa

Market Direction | 2024-05-13 | 23 pages | Euromonitor

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Report description:

Demand for men's grooming in South Africa continued to rise in 2023. Since the pandemic, an increasing number of South African males have started to prioritise their skin care routines, including a greater shift towards using face masks. Men are not only focused on their grooming habits, but also the preparation before grooming, with face masks becoming an essential step in their skin care routines. They tend to apply face masks once or twice a week, with these products mainly in the form of a s...

Euromonitor International's Men's Grooming in South Africa 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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