

## **Men's Grooming in the United Arab Emirates**

Market Direction | 2024-05-14 | 23 pages | Euromonitor

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### **Report description:**

An important and continuing trend driving men's grooming in the United Arab Emirates is the increasing fascination with luxury and high-end grooming merchandise. As the local economy flourishes, an increasing number of consumers are open to investing in upscale products for personal care. This inclination spans various categories, encompassing men's skin care, hair care, and fragrances. Top prestige brands such as Tom Ford, Chanel, and Christian Dior have all witnessed success in men's grooming.

Euromonitor International's Men's Grooming in United Arab Emirates 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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