

**Men's Grooming in Hong Kong, China**

Market Direction | 2024-05-30 | 23 pages | Euromonitor

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**Report description:**

In 2023, men's skin care and fragrances were among the key growth drivers of men's grooming in Hong Kong. The male population in Hong Kong is becoming increasingly conscious of appearance, leading to a surge in demand for men's grooming. Male consumers are now more focused on taking care of their skin and overall grooming and scent, recognising the benefits of a well-maintained appearance.

Euromonitor International's Men's Grooming in Hong Kong, China 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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Men's shaving maintains steady growth with habitual purchases despite limited product development

Men's hair care enjoys increasing attention in Hong Kong

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Men's skin care as white space set to be significant growth driver for men's grooming

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