

## **Men's Grooming in India**

Market Direction | 2024-07-18 | 26 pages | Euromonitor

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### **Report description:**

Men's grooming in India experienced substantial retail current value growth in 2023, fuelled by increasing awareness amongst men about grooming and personal care. Historically, men in India showed limited interest in grooming beyond basic hygiene. However, with rising awareness and changing societal norms, there has been a significant shift in attitudes towards grooming amongst men. This transformation has been marked by the emergence of specialised men-specific products tailored to their unique...

Euromonitor International's Men's Grooming in India 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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Premiumisation in men's skin care and hair care drives growth

The rise of D2C brands is transforming men's grooming

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Digital engagement and e-commerce set to drive growth in men's grooming in India

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