

## **Men's Grooming in Brazil**

Market Direction | 2024-07-23 | 31 pages | Euromonitor

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### **Report description:**

Men's grooming saw double-digit retail current value growth in 2023, with this increase once again driven primarily by the men's fragrances category. The share of men's fragrances within overall men's grooming is significantly higher in Brazil (62%) compared with the global average (35%). This trend reflects the national preference for fragrances across various demographic groups, but also highlights the importance of gifting as a key driver of category growth. According to data from Euromonitor...

Euromonitor International's Men's Grooming in Brazil 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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#### 2023 DEVELOPMENTS

Brazilian men are becoming more active shoppers in a category still dominated by fragrances

Hygiene categories benefit from activities outside the home post COVID-19, and sport remains a key medium for connecting with consumers

Retail e-commerce stabilises at a much higher level of sales than pre-pandemic, but direct selling is the highlight of 2023

#### PROSPECTS AND OPPORTUNITIES

Efficiently meeting specific needs boosts demand for beauty products, and the weather set to drive interest in hygiene products

The Brazilian market has not yet explored holistic health and wellness as an effective strategy to attract men

International travel likely to continue to be an obstacle to growth in premium men's grooming, while in the mass segment competition for wallet share will continue

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## SOURCES

### Summary 1 Research Sources

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