

## **Men's Grooming in Germany**

Market Direction | 2024-07-22 | 24 pages | Euromonitor

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### **Report description:**

Men's grooming remained in a slight negative-digit volume slump in Germany in 2023, with value sales better supported by high prices. Men's toiletries (bath and shower) is a key subcategory which is seeing positive volume growth, alongside the good performances seen in men's hair care and men's fragrances. Meanwhile, men's shaving is in a slump, with a slump also seen in men's skin care. This indicates that men are less inclined to attend to dedicated skin care routines and, instead, will use a...

Euromonitor International's Men's Grooming in Germany 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.

### **Table of Contents:**

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List Of Contents And Tables

**MEN'S GROOMING IN GERMANY**

**KEY DATA FINDINGS**

**2023 DEVELOPMENTS**

Variable performances seen across subcategories in men's grooming

Health and personal care stores maintain their popularity for men's grooming

Men's branded products are prioritised in Germany, despite cost-of-living crisis

**PROSPECTS AND OPPORTUNITIES**

Opportunities remain for private label to expand further in men's grooming

All-in-one products, "skinification" trends, and natural formulas are expected to gain traction

Men's grooming products going the extra mile with integrated smart gadgets

**CATEGORY DATA**

Table 1 Sales of Men's Grooming by Category: Value 2018-2023

Table 2 Sales of Men's Grooming by Category: % Value Growth 2018-2023

Table 3 Sales of Men's Razors and Blades by Type: % Value Breakdown 2020-2023

Table 4 Sales of Men's Skin Care by Type: % Value Breakdown 2020-2023

Table 5 NBO Company Shares of Men's Grooming: % Value 2019-2023

Table 6 LBN Brand Shares of Men's Grooming: % Value 2020-2023

Table 7 LBN Brand Shares of Men's Razors and Blades: % Value 2020-2023

Table 8 Forecast Sales of Men's Grooming by Category: Value 2023-2028

Table 9 Forecast Sales of Men's Grooming by Category: % Value Growth 2023-2028

**BEAUTY AND PERSONAL CARE IN GERMANY**

**EXECUTIVE SUMMARY**

Beauty and personal care in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for beauty and personal care?

**MARKET DATA**

Table 10 Sales of Beauty and Personal Care by Category: Value 2018-2023

Table 11 Sales of Beauty and Personal Care by Category: % Value Growth 2018-2023

Table 12 GBO Company Shares of Beauty and Personal Care: % Value 2019-2023

Table 13 NBO Company Shares of Beauty and Personal Care: % Value 2019-2023

Table 14 LBN Brand Shares of Beauty and Personal Care: % Value 2020-2023

Table 15 Penetration of Private Label in Beauty and Personal Care by Category: % Value 2018-2023

Table 16 Distribution of Beauty and Personal Care by Format: % Value 2018-2023

Table 17 Distribution of Beauty and Personal Care by Format and Category: % Value 2023

Table 18 Forecast Sales of Beauty and Personal Care by Category: Value 2023-2028

Table 19 □Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2023-2028

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**SOURCES**

Summary 1 Research Sources

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