

Men's Grooming in Austria

Market Direction | 2024-08-06 | 23 pages | Euromonitor

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Report description:

Men's grooming in Austria delivered a solid performance in 2023 with the category continuing to recover after the declining sales seen during the pandemic. Consumer demand for men's grooming products has improved across all product areas in 2023 as it did in 2022, with hair care, skin care, shaving, deodorant, fragrances, and bath and shower all posting good results. Men's deodorants posted the most dynamic growth in value terms as deodorants were more frequently used by consumers. Average unit...

Euromonitor International's Men's Grooming in Austria 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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Euromonitor International
August 2024

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