

Men's Grooming in the Philippines

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Abstracts

Men's grooming in the Philippines saw healthy performance in 2023 in retail volume terms. Sales were boosted by the return of in-person working, alongside an increase in socialisation, which had an especially positive impact on products such as men's fragrances, men's skin care and men's deodorants. Additionally, men started to take part in sport and fitness activities on a more regular basis. This not only led to men taking showers more frequently – thus boosting sales of men's bath and shower...

Euromonitor International's Men's Grooming in Philippines 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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