

Men's Grooming in Portugal

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Abstracts

Men's grooming registered double-digit growth in current volume terms in 2022 as it continued to recover from the significant decline witnessed in 2020, after a partial recovery in 2021. The sharp decline in 2020 was mainly linked to the drastic changes to consumer lifestyles and the reduced social activity due to the impact of the country's strict COVID-19 measures. In 2021 was a year of transition with many restrictions still in place, particularly at the beginning of the year when the country...

Euromonitor International's Men's Grooming in Portugal report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022, allowing you to identify the sectors driving growth. Forecasts to 2027 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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