

# Men's Grooming in Spain

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## Abstracts

Men's grooming product sales recorded a better performance in 2018 than it did in the previous year. Spanish men are increasingly paying attention to their appearance, mostly driven by the growing importance of looking good as a social value and the selfie culture amongst Spanish consumers. However, the better performance of the category is not only driven by the growing interest of Spanish males in grooming products but also by the great efforts that key players in the category are making to sa...

Euromonitor International's Men's Grooming in Spain report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2014-2018, allowing you to identify the sectors driving growth. Forecasts to 2023 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.

## Contents

Headlines

Prospects

Men's Grooming Gaining Momentum

New Generations Shaping Sales

Fashion To Shape Sales

Competitive Landscape

Puig Assumes the Leading Position in 2018

Innovation To Shape Sales

New Players To Explore New Channels

Category Data

Table 1 Sales of Men's Grooming by Category: Value 2013-2018

Table 2 Sales of Men's Grooming by Category: % Value Growth 2013-2018

Table 3 Sales of Men's Razors and Blades by Type: % Value Breakdown 2014-2018

Table 4 Sales of Men's Skin Care by Type: % Value Breakdown 2015-2018

Table 5 NBO Company Shares of Men's Grooming: % Value 2014-2018

Table 6 LBN Brand Shares of Men's Grooming: % Value 2015-2018

Table 7 LBN Brand Shares of Men's Razors and Blades: % Value 2015-2018

Table 8 Forecast Sales of Men's Grooming by Category: Value 2018-2023

Table 9 Forecast Sales of Men's Grooming by Category: % Value Growth 2018-2023

Executive Summary

Experiencing Limiting Sales

Beauty Within

Others Gaining Momentum

Tailored Cosmetics Concentrating New Product Developments

Millennials and Centennials Concentrating Interest

Market Data

Table 10 Sales of Beauty and Personal Care by Category: Value 2013-2018

Table 11 Sales of Beauty and Personal Care by Category: % Value Growth 2013-2018

Table 12 GBO Company Shares of Beauty and Personal Care: % Value 2014-2018

Table 13 NBO Company Shares of Beauty and Personal Care: % Value 2014-2018

Table 14 LBN Brand Shares of Beauty and Personal Care: % Value 2015-2018

Table 15 Penetration of Private Label in Beauty and Personal Care by Category: % Value 2013-2018

Table 16 Distribution of Beauty and Personal Care by Format: % Value 2013-2018

Table 17 Distribution of Beauty and Personal Care by Format and Category: % Value 2018

Table 18 Forecast Sales of Beauty and Personal Care by Category: Value 2018-2023

Table 19 Forecast Sales of Beauty and Personal Care by Category: % Value Growth  
2018-2023

Sources

Summary 1 Research Sources

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