

## Men's Grooming in Argentina

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The men's grooming category is still underdeveloped in Argentina although it slowly beginning to grow in importance. The demand, and also the supply of products, continues to be limited to traditional categories such as men's fragrances, men's shaving, men's deodorants and men's hair care, while more modern and sophisticated categories such as men's skin care remain negligent. Men's fragrances is by far the most important category within men's grooming, followed by men's razors and blades. In th...

Euromonitor International's Men's Grooming in Argentina report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2013-2017, allowing you to identify the sectors driving growth. Forecasts to 2022 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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