

Men's Grooming in Austria

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Abstracts

Men's grooming saw a marginal increase in retail volume sales and strong rise in retail current value sales in 2022. This followed two years of decline, largely due to the effects of the Coronavirus (COVID-19) pandemic. The improved performance of men's grooming can be attributed to the relaxation of COVID-19 regulations, on the one hand, and price increases on the other. The consumer interest in and demand for men's deodorants, hair care and bath and shower returned. New product launches also a...

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 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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