

Men's Grooming in Lithuania

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The ongoing increase in the importance of personal image which has influenced sales trends across several beauty and personal care categories in recent years has led to rising awareness of men's grooming products. Thus, men's grooming is a category which is gaining importance for everyday hygiene and this contributed to the positive overall growth recorded in the category in 2016. Nevertheless, the 4% current value growth recorded in men's grooming in 2016 fell short of the growth projections fo...

Euromonitor International's Men's Grooming in Lithuania report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2012-2016, allowing you to identify the sectors driving growth. Forecasts to 2021 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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