

Men's Personal Care - US - September 2019

Report Price: £3254.83 | \$4395.00 | €3662.99

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"The men's personal care market, currently valued at more than \$4.4 billion in annual sales, has been growing steadily since 2014. This growth is largely driven by men's interest in personal hygiene essentials such as shampoos and deodorants."

- Madelyn Franz, Research Analyst

This report looks at the following areas:

- Men are developing a deeper relationship with personal care
- Personal care benefits from men's investment in themselves
- Young men propel the market forward

The men's personal care market expects to see sales of more than \$4.5 billion in 2019, and is continuing to grow steadily. Sales are primarily driven by men's interest in fundamental products sold by mass brands, such as shampoos and deodorants. However, players in the space will benefit from the new prioritization presenting a healthy appearance, as they can leverage this interest to promote premium offerings and secondary products.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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