

# Men's Grooming in Ecuador

April 2024

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## Men's Grooming in Ecuador - Category analysis

## **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Beard care and grooming a major trend supporting demand for men's shaving Men's skin care gains ground as more men want to protect and nourish their skin Styling gel loses ground to styling creams and modelling waxes in men's hair care

## PROSPECTS AND OPPORTUNITIES

Increase in numbers of men acting as direct selling agents presents opportunities

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## **DISCLAIMER**

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