

Men's Grooming in Germany

June 2023

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Men's Grooming in Germany - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Wellness habits support growth in men's grooming in Germany Private label continues growing in a category led by Procter & Gamble E-commerce maintains growth despite reopening of physical stores

PROSPECTS AND OPPORTUNITIES

Clean ingredients act as preventative care in men's grooming Product packaging to see innovation towards sustainability Growth expected in the forecast period due to increasingly aware male consumers

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