

Men's Grooming in Peru

April 2024

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Men's Grooming in Peru - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Multipurpose products offer convenience to male consumers
Health trends lead to robust growth in men's skin care
Popular barber shop trends inspire niche and new men's grooming brands

PROSPECTS AND OPPORTUNITIES

Affordable prices across 3-in-1 and specialist products will be key to growth in men's grooming
Direct selling remains a strong channel in men's grooming
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DISCLAIMER

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