

# Men's Grooming in Spain

April 2024

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## Men's Grooming in Spain - Category analysis

#### **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Men's grooming continues to recover in volume terms, but sales remain suppressed by economic factors

Men's fragrances remain a major driver in men's grooming overall

Puig maintains company leadership thanks to success of its high-end fragrances

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