

Men's Grooming in India

July 2023

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KEY DATA FINDINGS

2022 DEVELOPMENTS

Strong performance despite inflation and supply chain challenges
Men's grooming maintains growth due to more attention on appearance
Fmcg giants eye growing opportunities in men's grooming

PROSPECTS AND OPPORTUNITIES

E-commerce to drive growth and penetration for the category
New emerging categories such as beard oil expected to flourish in the forecast period
Men's fragrances and men's skin care expected to experience rapid growth during the forecast period

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Beauty and Personal Care in India - Industry Overview

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