

# Men's Grooming in China

April 2024

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# Men's Grooming in China - Category analysis

# **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Men's grooming sees modest recovery, with a stable competitive landscape Demand for some male-specific personal care products remains small Men's shaving demonstrates a rebound

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Consumers still require further education on men's grooming products Interest-based e-commerce expected to create opportunities

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