

# Men's Grooming in Eastern Europe

February 2021

Table of Contents

## INTRODUCTION

Scope

Key findings

## REGIONAL OVERVIEW

Eastern Europe outperforms global growth for per capita consumption

Major sales decline expected in 2020 due to COVID-19

Russia among the countries in the region seeing a dip in shaving sales

Poland adds significant new toiletries sales in 2014-2019

Regional performance hit by falling shaving and fragrances sales in Russia

Most Eastern European countries recording positive growth in 2019

Health and beauty specialist retailers the main distribution channel

Non-store retailing accounts for a fifth of retail value in Eastern Europe

## LEADING COMPANIES AND BRANDS

Major multinationals lead in Eastern European men's grooming

Procter & Gamble launching new products to protect its share

Multinationals have a presence across the region

Arko to enter the top 10 brands in the near future?

## FORECAST PROJECTIONS

Sharp drop in sales expected in 2020...

...followed by a return to positive growth from 2021

## COUNTRY SNAPSHOTS

Belarus: Market Context

Belarus: Competitive and Retail Landscape

Bosnia and Herzegovina: Market Context

Bosnia and Herzegovina: Competitive and Retail Landscape

Bulgaria: Market Context

Bulgaria: Competitive and Retail Landscape

Croatia: Market Context

Croatia: Competitive and Retail Landscape

Czech Republic: Market Context

Czech Republic: Competitive and Retail Landscape

Estonia: Market Context

Estonia: Competitive and Retail Landscape

Georgia: Market Context

Georgia: Competitive and Retail Landscape

Hungary: Market Context

Hungary: Competitive and Retail Landscape

Latvia: Market Context

Latvia: Competitive and Retail Landscape

Lithuania: Market Context

Lithuania: Competitive and Retail Landscape

North Macedonia: Market Context

North Macedonia: Competitive and Retail Landscape

Poland: Market Context

Poland: Competitive and Retail Landscape

Romania: Market Context

Romania: Competitive and Retail Landscape

Russia: Market Context

Russia: Competitive and Retail Landscape

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