Men's Grooming in the US - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS
Despite brands' best efforts, men's shaving returns to recording declining volume sales
Men's premium skin care sees double-digit current value growth in 2022
Male celebrities enter the skin care space

PROSPECTS AND OPPORTUNITIES
Hair care trend alignment – innovation in men's scalp care products
Hybridity in men's skin care products
Digital strategies adapt to redefined masculinity and more men embracing self-care, also supported by male influencers

CATEGORY DATA
Table 1 - Sales of Men's Grooming by Category: Value 2017-2022
Table 2 - Sales of Men's Grooming by Category: % Value Growth 2017-2022
Table 3 - Sales of Men's Razors and Blades by Type: % Value Breakdown 2019-2022
Table 4 - Sales of Men's Skin Care by Type: % Value Breakdown 2019-2022
Table 5 - NBO Company Shares of Men's Grooming: % Value 2018-2022
Table 6 - LBN Brand Shares of Men's Grooming: % Value 2019-2022
Table 7 - LBN Brand Shares of Men's Razors and Blades: % Value 2019-2022
Table 8 - Forecast Sales of Men's Grooming by Category: Value 2022-2027
Table 9 - Forecast Sales of Men's Grooming by Category: % Value Growth 2022-2027

Beauty and Personal Care in the US - Industry Overview

EXECUTIVE SUMMARY
Beauty and personal care in 2022: The big picture
2022 key trends
Competitive landscape
Retailing developments
What next for beauty and personal care?

MARKET DATA
Table 10 - Sales of Beauty and Personal Care by Category: Value 2017-2022
Table 11 - Sales of Beauty and Personal Care by Category: % Value Growth 2017-2022
Table 12 - GBO Company Shares of Beauty and Personal Care: % Value 2018-2022
Table 13 - NBO Company Shares of Beauty and Personal Care: % Value 2018-2022
Table 14 - LBN Brand Shares of Beauty and Personal Care: % Value 2019-2022
Table 15 - Penetration of Private Label in Beauty and Personal Care by Category: % Value 2017-2022
Table 16 - Distribution of Beauty and Personal Care by Format: % Value 2017-2022
Table 17 - Distribution of Beauty and Personal Care by Format and Category: % Value 2022
Table 18 - Forecast Sales of Beauty and Personal Care by Category: Value 2022-2027
Table 19 - Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2022-2027

DISCLAIMER

SOURCES
Summary 1 - Research Sources

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