Men's Grooming in China

Description: Stable demand from men born in the 1980s and 1990s supported the robust current value growth of men's grooming in 2015, especially basic toiletries and men's hair care. As men's grooming has only recently taken off in China, demand for mass-positioned products is strong, with only a few manufacturers focusing on premium ranges.

The Men's Grooming in China report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2011-2015, allowing you to identify the sectors driving growth. Forecasts to 2020 illustrate how the market is set to change.

Product coverage: Men's Fragrances, Men's Shaving, Men's Toiletries.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?
- Get a detailed picture of the Men's Grooming market;
- Pinpoint growth sectors and identify factors driving change;
- Understand the competitive environment, the market's major players and leading brands;
- Use five-year forecasts to assess how the market is predicted to develop.

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April 2016

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Strong Growth in Spite of the Economic Downturn and Other Unfavourable Factors

Online Distribution Increasingly Targeted by Manufacturers

Multinationals Lead But Domestic Players Are Gaining Ground

New Multifunctional Products Are Well Received

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Key Trends and Developments

Domestic Brands Gain Ground, Leading To A Changing Competitive Environment

the Rising Penetration of Online Distribution

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