Men's Grooming in Brazil

Description: Men's grooming recorded current value growth of 10% in 2015, to reach R$21.6 billion. This was a slowdown from the growth rate of 15% in 2014, due to the economic crisis, with higher inflation reducing the purchasing power of Brazilians, and higher prices as a result of increases in taxes in some categories.

The Men's Grooming in Brazil 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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