Men's Grooming in Ireland

Description: Men's grooming experienced current value growth of 3% in 2015 as sales rose to €150 million. Irish men continue to take more pride in their appearance and personal grooming remains an essential everyday activity for a growing number of men. Growth in men's grooming was relatively consistent over the review period as the product ranges in the category, particularly within men's skin care, continue to see innovation, which is driving growth.

The Men's Grooming in Ireland 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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MEN'S GROOMING IN IRELAND

April 2016

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