Men's Grooming in Saudi Arabia

Description: The employment rate in the country is growing, and Saudisation is helping more young Saudis to find employment, as the government is active in ensuring that unemployment amongst Saudis falls to 5% by 2020. The growing number of men in the workforce is encouraging more of a focus on personal grooming. Growth in men's grooming was also linked to rising disposable incomes towards the end of the review period, enabling many low- and middle-income men to spend more on beauty and personal care.

The Men's Grooming in Saudi Arabia 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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