Men's Grooming in Pakistan

Description: International players continued to focus on the men's grooming market during 2015 as men's grooming offered opportunities for growth and expansion. Rising awareness of men's grooming products among urban Pakistani consumers helped drive sales during 2015. Most of the leading men's grooming brands such as Gillette Series, Treet, Bic and Dettol carried out promotional campaigns across various media channels such as print and television to increase product and brand awareness among consumers.

The Men's Grooming in Pakistan 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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May 2016

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