Men's Grooming in the Philippines

Description: The growing demand from male consumers does not only stem from emulating global trends. As jobs with middle to high income levels are widespread and the economy is stabilising, male consumers are becoming more independent regarding beauty and personal care. The marrying age has moved further back, making room for longer singlehood and quality time to pamper one's body without the need to budget for a family yet.

The Men's Grooming in Philippines 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 THE PHILIPPINES

May 2016

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Beauty and Personal Care Increases As It Aligns With Consumer Lifestyle Trends
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