**Men's Grooming in Uruguay**

**Description:** The category continued to grow in Uruguay in 2015 as perceptions of men's grooming are slowly changing, with men starting to accept and use these products. However, men's shaving continued to account for a 42% share of overall category value sales. Despite the increasing acceptance of men's grooming, many Uruguayan men remain very traditional and are only just starting to buy male-specific products.

The Men's Grooming in Uruguay 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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