Men's Grooming in Colombia

Description: Male consumers are increasingly feeling attracted by higher quality and longer lasting razors and blades such as Gillette Fusion ProGlide. The idea of having a more pleasant and less traumatic shaving experience combined with saving money is being embedded by manufacturers in premium products with an “expensive but more durable and better performance” concept. In this way, value sales growth remained positive in 2015 despite economy deceleration and rising unit prices.

The Men's Grooming in Colombia 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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April 2016

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