Men's Grooming in Hong Kong, China

Description: Men's grooming current value sales increase by 3% in 2015 to reach HK$764 million – a decline in growth from the 6% recorded in 2014 which can mostly be attributed to the reduction in sales of premium men's grooming products, especially men's fragrances, among mainland tourists as well as parallel traders. Men's grooming products in Hong Kong are popular among mainland customers as there are more varieties to choose from and prices are cheaper compared to mainland China.

The Men's Grooming in Hong Kong, China 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 HONG KONG, CHINA
May 2016

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