

Men's Grooming in Germany

July 2024

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Men's Grooming in Germany - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Variable performances seen across subcategories in men's grooming
Health and personal care stores maintain their popularity for men's grooming
Men's branded products are prioritised in Germany, despite cost-of-living crisis

PROSPECTS AND OPPORTUNITIES

Opportunities remain for private label to expand further in men's grooming
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