

Men's Grooming in Saudi Arabia

April 2024

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Men's Grooming in Saudi Arabia - Category analysis

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2023 DEVELOPMENTS

Men's grooming receiving growing interest but increasing competition for men's shaving undermines category growth

Gillette continues to lead men's grooming while Nivea faces growing competition in men's skin care

Health and beauty specialists lead distribution in men's grooming

PROSPECTS AND OPPORTUNITIES

Strong potential of men's grooming likely to encourage innovation and new product development

Economic growth and more tourists set to boost sales – especially of men's fragrances

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DISCLAIMER

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