

# Men's Grooming in Costa Rica

April 2024

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## Men's Grooming in Costa Rica - Category analysis

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#### 2023 DEVELOPMENTS

Men's grooming products with multiple functions continue to perform positively  
Purchasing decisions increasingly influenced by advice from barbers  
Bundling promotions remain highly effective due to strong brand loyalty among men

#### PROSPECTS AND OPPORTUNITIES

Rising image-consciousness among men will continue to support robust growth  
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