

# Men's Grooming in Italy

May 2024

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## Men's Grooming in Italy - Category analysis

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#### 2023 DEVELOPMENTS

Men's grooming continues to see volume growth in 2023 despite price hikes

Favourable weather and more active lifestyles support toiletries' sales

The growing number of bearded Italians casts a cloud over men's shaving

## PROSPECTS AND OPPORTUNITIES

Men's grooming set to benefit from the performance of men's fragrances and men's toiletries

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