



# Men's Grooming in the Philippines

April 2024

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## Men's Grooming in the Philippines - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Men's grooming continues to thrive, with a knowledgeable local consumer base helping to drive demand

Men's grooming market continues to be impacted by general beauty and personal care trends

Private label sees growing interest but Unilever and Procter & Gamble maintain dominance

#### PROSPECTS AND OPPORTUNITIES

Positive outlook for men's grooming with further segmentation in terms of benefits

New business opportunities should benefit sales of men's shaving and skin care

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