



Men's Grooming in Germany

July 2025

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Men's Grooming in Germany - Category analysis

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2024 DEVELOPMENTS

Consumers of men's grooming balance quality and affordability amid economic caution

Procter & Gamble retains its lead while Weleda AG drives growth through its focus on natural ingredients

Health and beauty specialists lead men's grooming distribution as variety stores and retail e-commerce gain ground

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DISCLAIMER

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