



Euromonitor  
International

# Men's Grooming in Portugal

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Table of Contents

## Men's Grooming in Portugal - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Growth is driven by expanding grooming routines and wellness-focused items  
Procter & Gamble Portugal SA maintains its lead while perfume players improve their share  
Affordable prices and a wide range of goods leads beauty specialists to record strong sales

#### PROSPECTS AND OPPORTUNITIES

An ongoing interest in grooming routines is set to boost growth over the forecast period  
Multifunctional, sustainable, and wellness-oriented goods are set to drive innovation  
Colour cosmetics targeting male consumers is an opportunity for growth

#### CATEGORY DATA

- Table 1 - Sales of Men's Grooming by Category: Value 2019-2024
- Table 2 - Sales of Men's Grooming by Category: % Value Growth 2019-2024
- Table 3 - Sales of Men's Razors and Blades by Type: % Value Breakdown 2021-2024
- Table 4 - Sales of Men's Skin Care by Type: % Value Breakdown 2021-2024
- Table 5 - NBO Company Shares of Men's Grooming: % Value 2020-2024
- Table 6 - LBN Brand Shares of Men's Grooming: % Value 2021-2024
- Table 7 - LBN Brand Shares of Men's Razors and Blades: % Value 2021-2024
- Table 8 - Forecast Sales of Men's Grooming by Category: Value 2024-2029
- Table 9 - Forecast Sales of Men's Grooming by Category: % Value Growth 2024-2029

## Beauty and Personal Care in Portugal - Industry Overview

### EXECUTIVE SUMMARY

- Beauty and personal care in 2024: The big picture
- Key trends in 2024
- Competitive landscape
- Retail developments
- What next for beauty and personal care?

#### MARKET DATA

- Table 10 - Sales of Beauty and Personal Care by Category: Value 2019-2024
- Table 11 - Sales of Beauty and Personal Care by Category: % Value Growth 2019-2024
- Table 12 - GBO Company Shares of Beauty and Personal Care: % Value 2020-2024
- Table 13 - NBO Company Shares of Beauty and Personal Care: % Value 2020-2024
- Table 14 - LBN Brand Shares of Beauty and Personal Care: % Value 2021-2024
- Table 15 - Penetration of Private Label in Beauty and Personal Care by Category: % Value 2019-2024
- Table 16 - Distribution of Beauty and Personal Care by Format: % Value 2019-2024
- Table 17 - Distribution of Beauty and Personal Care by Format and Category: % Value 2024
- Table 18 - Forecast Sales of Beauty and Personal Care by Category: Value 2024-2029
- Table 19 - Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2024-2029

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### SOURCES

- Summary 1 - Research Sources

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