



Euromonitor  
International

# Men's Grooming in Italy

May 2025

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## Men's Grooming in Italy - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Men's fragrances remains central to the growth of men's grooming in Italy  
Gillette remains the focus of innovation while Dior benefits from the popularity of men's fragrances  
Men value convenience and variety when shopping for beauty and personal care

#### PROSPECTS AND OPPORTUNITIES

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