



Men's Grooming in Croatia

May 2025

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Men's Grooming in Croatia - Category analysis

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2024 DEVELOPMENTS

Men continue to pay more attention to their grooming habits
Gillette maintains its overall lead, while private labels gain strength
Health and beauty specialists and grocery retailers are both relevant to men's grooming

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Men's grooming will see moderate growth, with value boosted by ongoing innovations
Health and wellbeing trends will influence developments
Ongoing expansion of e-commerce will help to enhance sales

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DISCLAIMER

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