

# Men's Grooming in Peru

April 2024

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## Men's Grooming in Peru - Category analysis

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#### 2023 DEVELOPMENTS

Multipurpose products offer convenience to male consumers  
Health trends lead to robust growth in men's skin care  
Popular barber shop trends inspire niche and new men's grooming brands

#### PROSPECTS AND OPPORTUNITIES

Affordable prices across 3-in-1 and specialist products will be key to growth in men's grooming  
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