

Men's Grooming in Ecuador

April 2024

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Men's Grooming in Ecuador - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Beard care and grooming a major trend supporting demand for men's shaving
Men's skin care gains ground as more men want to protect and nourish their skin
Styling gel loses ground to styling creams and modelling waxes in men's hair care

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DISCLAIMER

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