



Euromonitor  
International

# Men's Grooming in Peru

May 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

A growing interest in products specifically formulated for men supports strong growth  
Cetco SA continues to lead thanks to its strong focus on fragrances for men  
Direct selling continues to lead the men's grooming, driven by strong players

PROSPECTS AND OPPORTUNITIES

The growing availability of men's grooming products will support strong growth across the forecast period  
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Beauty and Personal Care in Peru - Industry Overview

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DISCLAIMER

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