



# Men's Grooming in India

July 2024

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## Men's Grooming in India - Category analysis

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Growth continues in men's grooming as men focus on their appearance and grooming

Premiumisation in men's skin care and hair care drives growth

The rise of D2C brands is transforming men's grooming

#### PROSPECTS AND OPPORTUNITIES

Digital engagement and e-commerce set to drive growth in men's grooming in India

Innovative products beyond beard grooming to attract both Gen Z and Millennial men

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