

# Men's Grooming in Israel

May 2025

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## Men's Grooming in Israel - Category analysis

# **KEY DATA FINDINGS**

# 2024 DEVELOPMENTS

Rising image-consciousness among Israeli men continues to boost demand S Schestowitz retains overall lead in men's grooming Beauty specialists remains the top distribution channel in value terms

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Outlook for men's grooming remains positive Premium options expected to become more popular Products with higher concentrations of natural ingredients set to perform strongly

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