

Men's Grooming in Ecuador

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Men's Grooming in Ecuador - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Men's fragrances grow hand in hand with direct selling Yanbal leads the category with its core focus on men's fragrances Discounters continues to grow by offering low cost deodorants and shaving products

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Continued growth as men develop more sophisticated self-care routines Expanding beard products offer Products tailored for specific needs

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