



Euromonitor
International

Men's Grooming in Austria

June 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Men increasingly engage with grooming routines, boosting demand for multifunctional and sports-aligned products
Trusted legacy brands and value-led private label brands shape Austria's competitive landscape
Health and personal care stores retain shopper loyalty while new e-commerce concepts drive digital growth

PROSPECTS AND OPPORTUNITIES

Men's personal care engagement is set to deepen through wellness, routine, and visibility
Premium grooming to expand modestly, anchored by ingredient quality and celebrity appeal
Innovation to focus on multifunctionality, sustainable formats, and enhanced performance

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Beauty and Personal Care in Austria - Industry Overview

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DISCLAIMER

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