



Men's Grooming in North Macedonia

May 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Rising interest in fragrance and skin health drives sales in men's grooming
Fragrances players remain key players as Coty Inc and Puig SL lead men's grooming
Beauty specialists led distribution, offering a wide variety of goods in one retailer

PROSPECTS AND OPPORTUNITIES

Product innovation, skin care and premiumisation is set to drive ongoing growth
The trend for beards is set to continue, challenging sales of men's shaving products
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Beauty and Personal Care in North Macedonia - Industry Overview

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DISCLAIMER

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