Costa Rican men are major consumers of men's grooming products

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Men's grooming products are a thriving industry in Costa Rica, where men purchase the most men's grooming products in all of Central America. Men's grooming products are also the second largest cosmetics and toiletries sector in the country, following only hair care, with an approximate 17% value share of the market, according to a new report from Euromonitor International â€“ â€œCosmetics and Toiletries in Costa Ricaâ€•.

Nivea was the first to address this demand specifically by launching the Nivea for Men line, and recently expanding its portfolio into men's facial care products, a burgeoning niche. The Gillette Co is also a major player in this sector, dominating men's shaving products with leading brands Gillette Prestobarba, Gillette Foamy Gel and Gillette Series Gel Sensitive.

New and improved razors are being launched in Costa Rica year after year, with more blades and improved features, serving to increase the value of this sector. One such new and improved razor is the Mach 3 Turbo, launched in the Costa Rican market in 2005. The price of the Mach 3 Turbo is nearly five times that of the Prestobarba Ultragrip, demonstrating that male consumers are prepared to pay higher prices if the product delivers excellent performance.

While men's shaving products dominate the sector, Euromonitor International expects that men's skin care is likely to see strong growth in the next five years.

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