

# Male Toiletries in the BRIC (Brazil, Russia, India, China) Countries Market Overview and Forecasts to 2014

<https://marketpublishers.com/r/M69745125CDEN.html>

Date: November 2010

Pages: 108

Price: US\$ 1,995.00 (Single User License)

ID: M69745125CDEN

## Abstracts

### Introduction

This report covers key aspects of the male toiletries market in the four emerging economies: Brazil, Russia, India and China. Data is provided on market value and volume by category; company and brand shares; distribution channels; and expenditure and consumption per capita for the historic and forecast periods.

### Scope

Contains information on three categories: male razors and blades, male shaving preparations and male shaving aftercare

Market and category level information on value, volume, and expenditure & consumption, with historic (2004-09) and forecast (2010-14) data

Market level company and brand shares as well as distribution share information

Recent product launches

### Highlights

Brazil leads the male toiletries market in terms of value among the BRIC nations.

Russia is home to the second largest male toiletries market, led by male razors and blades, while its male shaving aftercare category displays rapid growth.

China is set to be the most lucrative investment destination for the male toiletries market in future.

### **Reasons to Purchase**

Develop business strategies by understanding the quantitative trends within the male toiletries market in high growth / emerging nations

Identify key players within the male toiletries in Brazil, Russia, India and China to plan lucrative M&A, partnerships and agreements

Obtain insight into new product launches within the male toiletries market in Brazil, Russia, India and China

## Contents

### CHAPTER 1 EXECUTIVE SUMMARY

Brazil leads the male toiletries market in terms of value among the BRIC nations  
Russia is home to the second largest male toiletries market, led by male razors and blades, while its male shaving aftercare category displays rapid growth  
China is set to be the most lucrative investment destination for the male toiletries market in future

### CHAPTER 2 INTRODUCTION

What is this report about?  
How to use this report  
Market definition

### CHAPTER 3 OVERVIEW

BRIC male toiletries market, value overview  
BRIC male toiletries market, volume overview

### CHAPTER 4 BRAZIL

Value analysis (Brazilian Real), 2004?09  
Value analysis (Brazilian Real), 2009?14  
Value analysis (US dollars), 2004?09  
Value analysis (US dollars), 2009?14  
Volume analysis, 2004?09  
Volume analysis, 2009?14  
Company and brand share analysis  
Distribution analysis  
Expenditure and consumption per capita

### CHAPTER 5 RUSSIA

Value analysis (Russian Ruble), 2004?09  
Value analysis (Russian Ruble), 2009?14  
Value analysis (US dollars), 2004?09  
Value analysis (US dollars), 2009?14

Volume analysis, 2004?09  
Volume analysis, 2009?14  
Company and brand share analysis  
Distribution analysis  
Expenditure and consumption per capita

## **CHAPTER 6 INDIA**

Value analysis (Indian Rupee), 2004?09  
Value analysis (Indian Rupee), 2009?14  
Value analysis (US dollars), 2004?09  
Value analysis (US dollars), 2009?14  
Volume analysis, 2004?09  
Volume analysis, 2009?14  
Company and brand share analysis  
Distribution analysis  
Expenditure and consumption per capita

## **CHAPTER 7 CHINA**

Value analysis (Chinese Yuan Renminbi), 2004?09  
Value analysis (Chinese Yuan Renminbi), 2009?14  
Value analysis (US dollars), 2004?09  
Value analysis (US dollars), 2009?14  
Volume analysis, 2004?09  
Volume analysis, 2009?14  
Company and brand share analysis  
Distribution analysis  
Expenditure and consumption per capita

## **CHAPTER 8 NEW PRODUCT DEVELOPMENT**

Product launches 2009: Brazil  
Recent product launches  
Product launches 2009: Russia  
Recent product launches  
Product launches 2009: India  
Recent product launches  
Product launches 2009: China

Recent product launches

## **CHAPTER 9 RESEARCH METHODOLOGY**

Methodology overview

Secondary research

Market modeling

Creating an initial data model

Revising the initial data model

Creating a final estimate

Creating demographic value splits

Primary research

Data finalization

Ongoing research

## **CHAPTER 10 APPENDIX**

Future readings

How to contact experts in your industry

Disclaimer

## List Of Figures

### LIST OF FIGURES

- Figure 1: Male toiletries market, BRIC, value (\$m), 2004?14
- Figure 2: Male toiletries market, BRIC, value (\$m) , 2004?09
- Figure 3: Male toiletries market, BRIC, value (\$m) , 2009?14
- Figure 4: Male toiletries market, BRIC, value growth analysis, 2004?14
- Figure 5: Male toiletries market, BRIC, volume (units, million), 2004?14
- Figure 6: Male toiletries market, BRIC, volume (units, million), 2004?09
- Figure 7: Male toiletries market, BRIC, volume (units, million), 2009–14
- Figure 8: Male toiletries market, BRIC, volume growth analysis, 2004?14
- Figure 9: Male toiletries, Brazil, value by category (BRLm), 2004?14
- Figure 10: Male toiletries, Brazil, category growth comparison, by value, 2004?14
- Figure 11: Male toiletries, Brazil, volume by category (units, million), 2004?14
- Figure 12: Male toiletries, Brazil, category growth comparison, by volume, 2004?14
- Figure 13: Male toiletries, Brazil, company share by value (%), 2008?09
- Figure 14: Male toiletries, Brazil, distribution channels by value (%), 2008?09
- Figure 15: Male toiletries, Russia, value by category (RUBm), 2004?14
- Figure 16: Male toiletries, Russia, category growth comparison, by value, 2004?14
- Figure 17: Male toiletries, Russia, volume by category (units, million), 2004?14
- Figure 18: Male toiletries, Russia, category growth comparison, by volume, 2004?14
- Figure 19: Male toiletries, Russia, company share by value (%), 2008?09
- Figure 20: Male toiletries, Russia, distribution channels by value (%), 2008?09
- Figure 21: Male toiletries, India, value by category (INRm), 2004?14
- Figure 22: Male toiletries, India, category growth comparison, by value, 2004?14
- Figure 23: Male toiletries, India, volume by category (units, million), 2004?14
- Figure 24: Male toiletries, India, category growth comparison, by volume, 2004?14
- Figure 25: Male toiletries, India, company share by value (%), 2008?09
- Figure 26: Male toiletries, India, distribution channels by value (%), 2008?09
- Figure 27: Male toiletries, China, value by category (CNYm), 2004?14
- Figure 28: Male toiletries, China, category growth comparison, by value, 2004?14
- Figure 29: Male toiletries, China, volume by category (units, million), 2004?14
- Figure 30: Male toiletries, China, category growth comparison, by volume, 2004?14
- Figure 31: Male toiletries, China, company share by value (%), 2008?09
- Figure 32: Male toiletries, China, distribution channels by value (%), 2008?09
- Figure 33: Annual data review process

## List Of Tables

### LIST OF TABLES

- Table 1: Male toiletries category definitions
- Table 2: Male toiletries distribution channels
- Table 3: Male toiletries market, BRIC, value (\$m), 2004?14
- Table 4: Male toiletries market, BRIC, value (\$m), 2004?09
- Table 5: Male toiletries market, BRIC, value (\$m), 2009?14
- Table 6: Male toiletries market, BRIC, volume (units, million), 2004?14
- Table 7: Male toiletries market, BRIC, volume (units, million), 2004?09
- Table 8: Male toiletries market, BRIC, volume (units, million), 2009–14
- Table 9: Male toiletries, Brazil, value by category (BRLm), 2004?09
- Table 10: Male toiletries, Brazil, value forecast by category (BRLm), 2009?14
- Table 11: Male toiletries, Brazil, value by category (\$m), 2004?09
- Table 12: Male toiletries, Brazil, value forecast by category (\$m), 2009?14
- Table 13: Male toiletries, Brazil, volume by category (units, million), 2004?09
- Table 14: Male toiletries, Brazil, volume forecast by category (units, million), 2009?14
- Table 15: Male toiletries, Brazil, brand share by value (%), 2008?09
- Table 16: Male toiletries, Brazil, value by brand (BRLm), 2008?09
- Table 17: Male toiletries, Brazil, company share by value (%), 2008?09
- Table 18: Male toiletries, Brazil, value by company (BRLm), 2008?09
- Table 19: Male toiletries, Brazil, distribution channels by value (%), 2008?09
- Table 20: Male toiletries, Brazil, value by distribution channel (BRLm), 2008?09
- Table 21: Male toiletries, Brazil, expenditure per capita (BRL), 2004?09
- Table 22: Male toiletries, Brazil, forecast expenditure per capita (BRL), 2009?14
- Table 23: Male toiletries, Brazil, expenditure per capita (\$), 2004?09
- Table 24: Male toiletries, Brazil, forecast expenditure per capita (\$), 2009?14
- Table 25: Male toiletries, Brazil, consumption per capita (units), 2004?09
- Table 26: Male toiletries, Brazil, forecast consumption per capita (units), 2009?14
- Table 27: Male toiletries, Russia, value by category (RUBm), 2004?09
- Table 28: Male toiletries, Russia, value forecast by category (RUBm), 2009?14
- Table 29: Male toiletries, Russia, value by category (\$m), 2004?09
- Table 30: Male toiletries, Russia, value forecast by category (\$m), 2009?14
- Table 31: Male toiletries, Russia, volume by category (units, million), 2004?09
- Table 32: Male toiletries, Russia, volume forecast by category (units, million), 2009?14
- Table 33: Male toiletries, Russia, brand share by value (%), 2008?09
- Table 34: Male toiletries, Russia, value by brand (RUBm), 2008?09
- Table 35: Male toiletries, Russia, company share by value (%), 2008?09

- Table 36: Male toiletries, Russia, value by company (RUBm), 2008?09
- Table 37: Male toiletries, Russia, distribution channels by value (%), 2008?09
- Table 38: Male toiletries, Russia, value by distribution channel (RUBm), 2008?09
- Table 39: Male toiletries, Russia, expenditure per capita (RUB), 2004?09
- Table 40: Male toiletries, Russia, forecast expenditure per capita (RUB), 2009?14
- Table 41: Male toiletries, Russia, expenditure per capita (\$), 2004?09
- Table 42: Male toiletries, Russia, forecast expenditure per capita (\$), 2009?14
- Table 43: Male toiletries, Russia, consumption per capita (units), 2004?09
- Table 44: Male toiletries, Russia, forecast consumption per capita (units), 2009?14
- Table 45: Male toiletries, India, value by category (INRm), 2004?09
- Table 46: Male toiletries, India, value forecast by category (INRm), 2009?14
- Table 47: Male toiletries, India, value by category (\$m), 2004?09
- Table 48: Male toiletries, India, value forecast by category (\$m), 2009?14
- Table 49: Male toiletries, India, volume by category (units, million), 2004?09
- Table 50: Male toiletries, India, volume forecast by category (units, million), 2009?14
- Table 51: Male toiletries, India, brand share by value (%), 2008?09
- Table 52: Male toiletries, India, value by brand (INRm), 2008?09
- Table 53: Male toiletries, India, company share by value (%), 2008?09
- Table 54: Male toiletries, India, value by company (INRm), 2008?09
- Table 55: Male toiletries, India, distribution channels by value (%), 2008?09
- Table 56: Male toiletries, India, value by distribution channel (INRm), 2008?09
- Table 57: Male toiletries, India, expenditure per capita (INR), 2004?09
- Table 58: Male toiletries, India, forecast expenditure per capita (INR), 2009?14
- Table 59: Male toiletries, India, expenditure per capita (\$), 2004?09
- Table 60: Male toiletries, India, forecast expenditure per capita (\$), 2009?14
- Table 61: Male toiletries, India, consumption per capita (units), 2004?09
- Table 62: Male toiletries, India, forecast consumption per capita (units), 2009?14
- Table 63: Male toiletries, China, value by category (CNYm), 2004?09
- Table 64: Male toiletries, China, value forecast by category (CNYm), 2009?14
- Table 65: Male toiletries, China, value by category (\$m), 2004?09
- Table 66: Male toiletries, China, value forecast by category (\$m), 2009?14
- Table 67: Male toiletries, China, volume by category (units, million), 2004?09
- Table 68: Male toiletries, China, volume forecast by category (units, million), 2009?14
- Table 69: Male toiletries, China, brand share by value (%), 2008?09
- Table 70: Male toiletries, China, value by brand (CNYm), 2008?09
- Table 71: Male toiletries, China, company share by value (%), 2008?09
- Table 72: Male toiletries, China, value by company (CNYm), 2008?09
- Table 73: Male toiletries, China, distribution channels by value (%), 2008?09
- Table 74: Male toiletries, China, value by distribution channel (CNYm), 2008?09



- Table 75: Male toiletries, China, expenditure per capita (CNY), 2004?09
- Table 76: Male toiletries, China, forecast expenditure per capita (CNY), 2009?14
- Table 77: Male toiletries, China, expenditure per capita (\$), 2004?09
- Table 78: Male toiletries, China, forecast expenditure per capita (\$), 2009?14
- Table 79: Male toiletries, China, consumption per capita (units), 2004?09
- Table 80: Male toiletries, China, forecast consumption per capita (units), 2009?14
- Table 81: Brazil male toiletries new product launches reports, by company (top five companies), 2009
- Table 82: Brazil male toiletries new product launches SKUs, by company (top five companies), 2009
- Table 83: Brazil male toiletries new product launches (reports), by flavor and fragrances, 2009
- Table 84: Brazil male toiletries new product launches (reports), by ingredients (top 10 ingredients), 2009
- Table 85: Brazil male toiletries new product launches (reports), by package tags or claims, 2009
- Table 86: Brazil male toiletries new product launches - recent five launches (2009)
- Table 87: Russia male toiletries new product launches reports, by company (top five companies), 2009
- Table 88: Russia male toiletries new product launches SKUs, by company (top five companies), 2009
- Table 89: Russia male toiletries new product launches (reports), by flavor and fragrances (top 10 flavors), 2009
- Table 90: Russia male toiletries new product launches (reports), by ingredients (top 10 ingredients), 2009
- Table 91: Russia male toiletries new product launches (reports), by package tags or claims (top 10 claims), 2009
- Table 92: Russia male toiletries new product launches - recent five launches (2009)
- Table 93: India male toiletries new product launches reports, by company (top five companies), 2009
- Table 94: India male toiletries new product launches SKUs, by company (top five companies), 2009
- Table 95: India male toiletries new product launches (reports), by flavor and fragrances (top 10 flavors), 2009
- Table 96: India male toiletries new product launches (reports), by ingredients (top 10 ingredients), 2009
- Table 97: India male toiletries new product launches (reports), by package tags or claims, 2009
- Table 98: India male toiletries new product launches - recent five launches (2009)

Table 99: China male toiletries new product launches reports, by company, 2009

Table 100: China male toiletries new product launches SKUs, by company, 2009

Table 101: China male toiletries new product launches (reports), by flavor and fragrances, 2009

Table 102: China male toiletries new product launches (reports), by ingredients (top 10 ingredients), 2009

Table 103: China male toiletries new product launches (reports), by package tags or claims, 2009

Table 104: China male toiletries new product launches - recent launches (2009)

## I would like to order

Product name: Male Toiletries in the BRIC (Brazil, Russia, India, China) Countries Market Overview and Forecasts to 2014

Product link: <https://marketpublishers.com/r/M69745125CDEN.html>

Price: US\$ 1,995.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/M69745125CDEN.html>