

# Male Toiletries in Greece to 2014

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## Abstracts

### Introduction

This databook provides key data and information on the male toiletries market in Greece. This report is a comprehensive resource for market, category and segment level data including value, volume, distribution share and company & brand share. This report also provides expenditure and consumption data for the historic and forecast periods.

### Scope

- \* Contains information on three categories: male shaving preparations, male razors and blades, and male shaving aftercare
- \* Market, category and segment level information on value, volume, and expenditure & consumption, with historic (2004-09) and forecast (2010-14) data
- \* Category level company and brand share as well as distribution share information for 2008 and 2009
- \* Review of the top two companies within the male toiletries market, including company overview, key facts and business description

### Highlights

The market for male toiletries in Greece increased at a compound annual growth rate of 4.3% between 2004 and 2009.

The male razors and blades category led the male toiletries market in Greece, accounting for a share of 65.3%.

Leading player in Greek male toiletries market is Procter & Gamble Company, The.

## **Reasons to Purchase**

- \* Develop business strategies by understanding the quantitative trends within the male toiletries market in Greece
- \* Design effective marketing and sales strategies by identifying key market categories and segments
- \* Identify key players within the market to plan lucrative M&A, partnerships and agreements

## Contents

### **CHAPTER 1 EXECUTIVE SUMMARY**

Summary market level: male toiletries  
Summary category level: male shaving preparations  
Summary category level: male razors and blades  
Summary category level: male shaving aftercare

### **CHAPTER 2 INTRODUCTION**

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

### **CHAPTER 3 MARKET OVERVIEW**

Value analysis (Euro), 2004-09  
Value analysis (Euro), 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 4 LEADING COMPANY PROFILES**

The Procter & Gamble Company  
Energizer Holdings

### **CHAPTER 5 CATEGORY ANALYSIS: MALE SHAVING PREPARATIONS**

Value analysis (Euro), 2004-09  
Value analysis (Euro), 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 CATEGORY ANALYSIS: MALE RAZORS AND BLADES**

Value analysis (Euro), 2004-09  
Value analysis (Euro), 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 CATEGORY ANALYSIS: MALE SHAVING AFTERCARE**

Value analysis (Euro), 2004-09  
Value analysis (Euro), 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 COUNTRY COMPARISON**

Value  
Volume  
Market share

## **CHAPTER 9 NEW PRODUCT DEVELOPMENT**

Product launches over time  
Recent product launches

## **CHAPTER 10 MACROECONOMIC PROFILE**

Macroeconomic Indicators

## **CHAPTER 11 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 12 APPENDIX**

Future readings

How to contact experts in your industry

Disclaimer

## List Of Figures

### LIST OF FIGURES

- Figure 1: Male toiletries, Greece, value by category (€m), 2004-14
- Figure 2: Male toiletries, Greece, category growth comparison, by value, 2004-14
- Figure 3: Male toiletries, Greece, volume by category (units, million), 2004-14
- Figure 4: Male toiletries, Greece, category growth comparison, by volume, 2004-14
- Figure 5: Male toiletries, Greece, company share by value (%), 2008-09
- Figure 6: Male toiletries, Greece, distribution channels by value (%), 2008-09
- Figure 7: Male shaving preparations, Greece, value by segment (€m), 2004-14
- Figure 8: Male shaving preparations, Greece, category growth comparison, by value, 2004-14
- Figure 9: Male shaving preparations, Greece, volume by segment (units, million), 2004-14
- Figure 10: Male shaving preparations, Greece, category growth comparison, by volume, 2004-14
- Figure 11: Male shaving preparations, Greece, company share by value (%), 2008-09
- Figure 12: Male shaving preparations, Greece, distribution channels by value (%), 2008-09
- Figure 13: Male razors and blades, Greece, value by segment (€m), 2004-14
- Figure 14: Male razors and blades, Greece, category growth comparison, by value, 2004-14
- Figure 15: Male razors and blades, Greece, volume by segment (units, million), 2004-14
- Figure 16: Male razors and blades, Greece, category growth comparison, by volume, 2004-14
- Figure 17: Male razors and blades, Greece, company share by value (%), 2008-09
- Figure 18: Male razors and blades, Greece, distribution channels by value (%), 2008-09
- Figure 19: Male shaving aftercare, Greece, value by segment (€m), 2004-14
- Figure 20: Male shaving aftercare, Greece, category growth comparison, by value, 2004-14
- Figure 21: Male shaving aftercare, Greece, volume by segment (units, million), 2004-14
- Figure 22: Male shaving aftercare, Greece, category growth comparison, by volume, 2004-14
- Figure 23: Male shaving aftercare, Greece, company share by value (%), 2008-09
- Figure 24: Male shaving aftercare, Greece, distribution channels by value (%), 2008-09
- Figure 25: Global male toiletries market split (value terms, 2009), top five countries
- Figure 26: Global male toiletries market value, 2004–09, top five countries
- Figure 27: Global male toiletries market split (volume terms, 2009), top five countries

Figure 28: Global male toiletries market volume, 2004–09, top five countries

Figure 29: 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, Greece, value by category (€m), 2004-09
- Table 4: Male toiletries, Greece, value forecast by category (€m), 2009-14
- Table 5: Male toiletries, Greece, value by category (\$m), 2004-09
- Table 6: Male toiletries, Greece, value forecast by category (\$m), 2009-14
- Table 7: Male toiletries, Greece, volume by category (units, million), 2004-09
- Table 8: Male toiletries, Greece, volume forecast by category (units, million), 2009-14
- Table 9: Male toiletries, Greece, brand share by value (%), 2008-09
- Table 10: Male toiletries, Greece, value by brand (€m), 2008-09
- Table 11: Male toiletries, Greece, company share by value (%), 2008-09
- Table 12: Male toiletries, Greece, value by company (€m), 2008-09
- Table 13: Male toiletries, Greece, distribution channels by value (%), 2008-09
- Table 14: Male toiletries, Greece, value by distribution channel (€m), 2008-09
- Table 15: Male toiletries, Greece, expenditure per capita (€), 2004-09
- Table 16: Male toiletries, Greece, forecast expenditure per capita (€), 2009-14
- Table 17: Male toiletries, Greece, expenditure per capita (\$), 2004-09
- Table 18: Male toiletries, Greece, forecast expenditure per capita (\$), 2009-14
- Table 19: Male toiletries, Greece, consumption per capita (units), 2004-09
- Table 20: Male toiletries, Greece, forecast consumption per capita (units), 2009-14
- Table 21: The Procter & Gamble Company key facts
- Table 22: Energizer Holdings key facts
- Table 23: Male shaving preparations, Greece, value by segment (€m), 2004-09
- Table 24: Male shaving preparations, Greece, value forecast by segment (€m), 2009-14
- Table 25: Male shaving preparations, Greece, value by segment (\$m), 2004-09
- Table 26: Male shaving preparations, Greece, value forecast by segment (\$m), 2009-14
- Table 27: Male shaving preparations, Greece, volume by segment (units, million), 2004-09
- Table 28: Male shaving preparations, Greece, volume forecast by segment (units, million), 2009-14
- Table 29: Male shaving preparations, Greece, brand share by value (%), 2008-09
- Table 30: Male shaving preparations, Greece, value by brand (€m), 2008-09
- Table 31: Male shaving preparations, Greece, company share by value (%), 2008-09
- Table 32: Male shaving preparations, Greece, value by company (€m), 2008-09
- Table 33: Male shaving preparations, Greece, distribution channels by value (%),

2008-09

Table 34: Male shaving preparations, Greece, value by distribution channel (€m), 2008-09

Table 35: Male shaving preparations, Greece, expenditure per capita (€), 2004-09

Table 36: Male shaving preparations, Greece, forecast expenditure per capita (€), 2009-14

Table 37: Male shaving preparations, Greece, expenditure per capita (\$), 2004-09

Table 38: Male shaving preparations, Greece, forecast expenditure per capita (\$), 2009-14

Table 39: Male shaving preparations, Greece, consumption per capita (units), 2004-09

Table 40: Male shaving preparations, Greece, forecast consumption per capita (units), 2009-14

Table 41: Male razors and blades, Greece, value by segment (€m), 2004-09

Table 42: Male razors and blades, Greece, value forecast by segment (€m), 2009-14

Table 43: Male razors and blades, Greece, value by segment (\$m), 2004-09

Table 44: Male razors and blades, Greece, value forecast by segment (\$m), 2009-14

Table 45: Male razors and blades, Greece, volume by segment (units, million), 2004-09

Table 46: Male razors and blades, Greece, volume forecast by segment (units, million), 2009-14

Table 47: Male razors and blades, Greece, brand share by value (%), 2008-09

Table 48: Male razors and blades, Greece, value by brand (€m), 2008-09

Table 49: Male razors and blades, Greece, company share by value (%), 2008-09

Table 50: Male razors and blades, Greece, value by company (€m), 2008-09

Table 51: Male razors and blades, Greece, distribution channels by value (%), 2008-09

Table 52: Male razors and blades, Greece, value by distribution channel (€m), 2008-09

Table 53: Male razors and blades, Greece, expenditure per capita (€), 2004-09

Table 54: Male razors and blades, Greece, forecast expenditure per capita (€), 2009-14

Table 55: Male razors and blades, Greece, expenditure per capita (\$), 2004-09

Table 56: Male razors and blades, Greece, forecast expenditure per capita (\$), 2009-14

Table 57: Male razors and blades, Greece, consumption per capita (units), 2004-09

Table 58: Male razors and blades, Greece, forecast consumption per capita (units), 2009-14

Table 59: Male shaving aftercare, Greece, value by segment (€m), 2004-09

Table 60: Male shaving aftercare, Greece, value forecast by segment (€m), 2009-14

Table 61: Male shaving aftercare, Greece, value by segment (\$m), 2004-09

Table 62: Male shaving aftercare, Greece, value forecast by segment (\$m), 2009-14

Table 63: Male shaving aftercare, Greece, volume by segment (units, million), 2004-09

Table 64: Male shaving aftercare, Greece, volume forecast by segment (units, million), 2009-14

- Table 65: Male shaving aftercare, Greece, brand share by value (%), 2008-09
- Table 66: Male shaving aftercare, Greece, value by brand (€m), 2008-09
- Table 67: Male shaving aftercare, Greece, company share by value (%), 2008-09
- Table 68: Male shaving aftercare, Greece, value by company (€m), 2008-09
- Table 69: Male shaving aftercare, Greece, distribution channels by value (%), 2008-09
- Table 70: Male shaving aftercare, Greece, value by distribution channel (€m), 2008-09
- Table 71: Male shaving aftercare, Greece, expenditure per capita (€), 2004-09
- Table 72: Male shaving aftercare, Greece, forecast expenditure per capita (€), 2009-14
- Table 73: Male shaving aftercare, Greece, expenditure per capita (\$), 2004-09
- Table 74: Male shaving aftercare, Greece, forecast expenditure per capita (\$), 2009-14
- Table 75: Male shaving aftercare, Greece, consumption per capita (units), 2004-09
- Table 76: Male shaving aftercare, Greece, forecast consumption per capita (units), 2009-14
- Table 77: Global male toiletries market value, 2009
- Table 78: Global male toiletries market split (value terms (\$m), 2009), top five countries
- Table 79: Global male toiletries market volume, 2009
- Table 80: Global male toiletries market split (volume terms, 2009), top five countries
- Table 81: Leading players, top five countries
- Table 82: Greece male toiletries new product launches reports, by company (top five companies), 2009
- Table 83: Greece male toiletries new product launches SKUs, by company (top five companies), 2009
- Table 84: Greece male toiletries new product launches (reports), by flavor and fragrances, 2009
- Table 85: Greece male toiletries new product launches (reports), by ingredients (top 10 ingredients), 2009
- Table 86: Greece male toiletries new product launches (reports), by package tags or claims, 2009
- Table 87: Greece male toiletries new product launches - recent five launches (2009)
- Table 88: Greece population, by age group, 2004-09 (millions)
- Table 89: Greece population forecast, by age group, 2009-14 (millions)
- Table 90: Greece population, by gender, 2004-09 (millions)
- Table 91: Greece population forecast, by gender, 2009-14 (millions)
- Table 92: Greece nominal GDP, 2004-09 (€bn, nominal prices)
- Table 93: Greece nominal GDP forecast, 2009-14 (€bn, nominal prices)
- Table 94: Greece real GDP, 2004-09 (€bn, 2000 prices)
- Table 95: Greece real GDP forecast, 2009-14 (€bn, 2000 prices)
- Table 96: Greece real GDP, 2004-09 (\$bn, 2000 prices)
- Table 97: Greece real GDP forecast, 2009-14 (\$bn, 2000 prices)

Table 98: Greece consumer price index, 2004-09 (2000=100)

Table 99: Greece consumer price index, 2009-14 (2000=100)

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