

# Male Toiletries in Middle East and Africa to 2014

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## Abstracts

### Introduction

This databook provides key data and information on the male toiletries market covering seven countries in the Middle East and Africa region. This report is a comprehensive resource for market, category and segment level data including value, volume, distribution and company 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 and volume with historic (2004-09) and forecast (2010-14) data
- \* Category level company 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 Middle East and Africa increased at a compound annual growth rate of 6% between 2004 and 2009.

The male razors and blades category led the male toiletries market in Middle East and Africa, accounting for a share of 69.5%.

The leading player in the Middle East and African 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 Middle East and Africa
- \* 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

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