

Global Shaving Market Size study & Forecast, by Product (Razors & Blades, Beard Moisturizer, Pre-shave Cream, After-shave Emulsion), by Distribution Channel (Online, Offline) and Regional Analysis, 2022-2029

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Abstracts

Global Shaving Market is valued approximately USD 4.00 billion in 2021 and is anticipated to grow with a healthy growth rate of more than 3.30% over the forecast period 2022-2029. The market is primarily driven by the cosmetics industry, which is growing quickly. The business is expanding as a result of the growing demand for razors and blades. Their increasing importance in fashion, personal care products are one of the cosmetics industry's fastest-growing areas. As more people become involved in corporate culture and place importance on personal grooming, the global industry is expanding. Thus, it is anticipated that rising spending on personal care products will fuel market expansion.

According to the Statista, in 2020 the revenue for the cosmetics industry was USD 72,366.20 million which is predicted to increase up to USD 1,31,041.20 million in 2026. Thus, it is driving growing for the market. As the consumers are purchasing electronic products from e-commerce websites. As shaving appliances is an electronic device. For instance, according to same source in 2020, e-commerce sales were USD 4,938 billion which is predicted to increase up to USD 6,767 billion in 2023. However, the trend of keeping bread is stifles market growth throughout the forecast period of 2022-2029.

The key regions considered for the Global Shaving Market study includes Asia Pacific, North America, Europe, Latin America, and Rest of the World. In 2021, North America led the world market and held the highest market share. This is attributable to the region's rising demand for shaving care products. Since many customers in this region

adopt holistic approaches to beauty care, the need for personal care products has increased due to consumers' busy and evolving lifestyles. Over the course of the projection period, it is anticipated that the Europe market would expand quickly due to increased demand for natural and organic ingredients as well as new improvements. Additionally, the promotion of numerous shaving products is probably going to increase demand even more. The fastest CAGR is anticipated to occur in Asia Pacific between 2022 and 2029.

Major market player included in this report are:

Beiersdorf AG

Church & Dwight Co, Inc.

Reckitt Benckiser Group plc

Procter & Gamble

Oriflame Holding AG

GiGi

Koninklijke Philips N.V.

Syska India Ltd.

Harry's Inc.

Societe BIC S.A. (BIC)

Recent Developments in the Market:

In December 2021, Bombay Shaving Company has launched #ShavesForGood campaign which is rising awareness among the people and indirectly increasing the sales of the market over the forecast period.

In 2021, Gillette has launched new shaving technology which makes shaving easy and comfortable.

Global Shaving Market Report Scope:

Historical Data 2019-2020-2021

Base Year for Estimation 2021

Forecast period 2022-2029

Report Coverage Revenue forecast, Company Ranking, Competitive Landscape, Growth factors, and Trends

Segments Covered Product, Distribution Channel, Region

Regional Scope North America; Europe; Asia Pacific; Latin America; Rest of the World

Customization Scope Free report customization (equivalent up to 8 analyst's working hours) with purchase. Addition or alteration to country, regional & segment scope*

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming years. The report is designed to

incorporate both qualitative and quantitative aspects of the industry within countries involved in the study.

The report also caters detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, it also incorporates potential opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Product:

Razors & Blades

Beard Moisturizer

Pre-shave Cream

After-shave Emulsion

By Distribution Channel:

Online

Offline

By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

ROE

Asia Pacific

China

India

Japan

Australia

South Korea

RoAPAC

Latin America

Brazil

Mexico

Rest of the World

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