

Global Women's Razor Market Research Report 2024(Status and Outlook)

<https://marketpublishers.com/r/GF90666695F1EN.html>

Date: December 2024

Pages: 175

Price: US\$ 2,800.00 (Single User License)

ID: GF90666695F1EN

Abstracts

Report Overview

Women's razors are personal grooming tools designed specifically for shaving body hair. These razors typically feature multiple blades, moisturizing strips, and ergonomic handles tailored to the needs of female consumers. The market for women's razors is a segment within the broader personal care industry, catering to the grooming needs of women across various age groups and lifestyles.

As of 2023, the global market size for women's razors is estimated at approximately \$1,200 million. The market is projected to grow at a Compound Annual Growth Rate (CAGR) of 5.75% from 2024 to 2032. This growth can be attributed to several key factors, including increasing emphasis on personal grooming, rising disposable incomes, and evolving beauty standards that prioritize hair removal.

One of the primary growth drivers in the women's razor market is the growing focus on convenience and efficiency in personal care routines. Women are increasingly seeking products that offer a quick and effective shaving experience, driving demand for razors with advanced features such as pivoting heads and moisturizing strips. Additionally, the influence of social media and beauty influencers has heightened awareness about grooming practices, further fueling the demand for high-quality razors.

Another significant factor contributing to market growth is the expanding range of product offerings and customization options. Manufacturers are introducing innovative razor designs, subscription services, and eco-friendly alternatives to cater to diverse consumer preferences. For example, the rise of sustainable and reusable razor options has gained traction among environmentally conscious consumers, driving market

expansion in this segment.

In terms of market trends, there is a noticeable shift towards online purchasing channels for women's razors. E-commerce platforms offer convenience, a wide product selection, and personalized recommendations, attracting a growing number of consumers. Subscription-based models, where razors are delivered regularly to customers' doorsteps, are also gaining popularity due to their convenience and cost-effectiveness.

Furthermore, there is a trend towards inclusivity and diversity in marketing campaigns for women's razors. Brands are increasingly focusing on promoting body positivity and embracing diverse beauty standards in their advertising, resonating with a broader audience of consumers. This trend not only drives sales but also fosters brand loyalty among consumers who align with the brand's values.

In terms of regional market distribution, North America and Europe currently lead the women's razor market due to higher disposable incomes, established grooming habits, and strong presence of key market players. However, the Asia-Pacific region is expected to witness significant growth in the coming years, driven by increasing urbanization, changing beauty perceptions, and expanding retail infrastructure.

Despite the positive outlook for the women's razor market, there are challenges that industry players need to address. These include intensifying competition among brands, price sensitivity among consumers, and the need to continuously innovate to meet evolving preferences and sustainability concerns. By staying attuned to market trends, leveraging digital marketing strategies, and investing in product development, companies can navigate these challenges and capitalize on the growing demand for women's razors.

This report provides a deep insight into the global Women's Razor market covering all its essential aspects. This ranges from a macro overview of the market to micro details of the market size, competitive landscape, development trend, niche market, key market drivers and challenges, SWOT analysis, value chain analysis, etc.

The analysis helps the reader to shape the competition within the industries and strategies for the competitive environment to enhance the potential profit. Furthermore, it provides a simple framework for evaluating and accessing the position of the business organization. The report structure also focuses on the competitive landscape of the Global Women's Razor Market, this report introduces in detail the market share, market performance, product situation, operation situation, etc. of the main players, which helps

the readers in the industry to identify the main competitors and deeply understand the competition pattern of the market.

In a word, this report is a must-read for industry players, investors, researchers, consultants, business strategists, and all those who have any kind of stake or are planning to foray into the Women's Razor market in any manner.

Global Women's Razor Market: Market Segmentation Analysis

The research report includes specific segments by region (country), manufacturers, Type, and Application. Market segmentation creates subsets of a market based on product type, end-user or application, Geographic, and other factors. By understanding the market segments, the decision-maker can leverage this targeting in the product, sales, and marketing strategies. Market segments can power your product development cycles by informing how you create product offerings for different segments.

Key Company

BIC

Edgewell

P&G

Harry's

All Girls Shave Club

Angel Shave Club

Billie

Cavallix

Dorco

Edwin Jagger

Feather

FFS

Gr?um

Kaili

Oscar Razor

Oui Shave

Parker Safety Razor

Preserve

Pure Silk

ShaveMOB

Sphynx

Super-Max

Market Segmentation (by Type)

Reusable Razors

Disposable Razors

Market Segmentation (by Application)

Facial

Body

Geographic Segmentation

North America (USA, Canada, Mexico)

Europe (Germany, UK, France, Russia, Italy, Rest of Europe)

Asia-Pacific (China, Japan, South Korea, India, Southeast Asia, Rest of Asia-Pacific)

South America (Brazil, Argentina, Columbia, Rest of South America)

The Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria, South Africa, Rest of MEA)

Key Benefits of This Market Research:

Industry drivers, restraints, and opportunities covered in the study

Neutral perspective on the market performance

Recent industry trends and developments

Competitive landscape & strategies of key players

Potential & niche segments and regions exhibiting promising growth covered

Historical, current, and projected market size, in terms of value

In-depth analysis of the Women's Razor Market

Overview of the regional outlook of the Women's Razor Market:

Key Reasons to Buy this Report:

Access to date statistics compiled by our researchers. These provide you with historical and forecast data, which is analyzed to tell you why your market is set to change

This enables you to anticipate market changes to remain ahead of your competitors

You will be able to copy data from the Excel spreadsheet straight into your marketing plans, business presentations, or other strategic documents

The concise analysis, clear graph, and table format will enable you to pinpoint the information you require quickly

Provision of market value (USD Billion) data for each segment and sub-segment

Indicates the region and segment that is expected to witness the fastest growth as well as to dominate the market

Analysis by geography highlighting the consumption of the product/service in the region as well as indicating the factors that are affecting the market within each region

Competitive landscape which incorporates the market ranking of the major players, along with new service/product launches, partnerships, business expansions, and acquisitions in the past five years of companies profiled

Extensive company profiles comprising of company overview, company insights, product benchmarking, and SWOT analysis for the major market players

The current as well as the future market outlook of the industry concerning recent developments which involve growth opportunities and drivers as well as challenges and restraints of both emerging as well as developed regions

Includes in-depth analysis of the market from various perspectives through Porter's five forces analysis

Provides insight into the market through Value Chain

Market dynamics scenario, along with growth opportunities of the market in the years to come

6-month post-sales analyst support

Customization of the Report

In case of any queries or customization requirements, please connect with our sales team, who will ensure that your requirements are met.

Chapter Outline

Chapter 1 mainly introduces the statistical scope of the report, market division standards, and market research methods.

Chapter 2 is an executive summary of different market segments (by region, product type, application, etc), including the market size of each market segment, future development potential, and so on. It offers a high-level view of the current state of the Women's Razor Market and its likely evolution in the short to mid-term, and long term.

Chapter 3 makes a detailed analysis of the market's competitive landscape of the market and provides the market share, capacity, output, price, latest development plan, merger, and acquisition information of the main manufacturers in the market.

Chapter 4 is the analysis of the whole market industrial chain, including the upstream and downstream of the industry, as well as Porter's five forces analysis.

Chapter 5 introduces the latest developments of the market, the driving factors and restrictive factors of the market, the challenges and risks faced by manufacturers in the industry, and the analysis of relevant policies in the industry.

Chapter 6 provides the analysis of various market segments according to product types, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different market segments.

Chapter 7 provides the analysis of various market segments according to application, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different downstream markets.

Chapter 8 provides a quantitative analysis of the market size and development potential of each region and its main countries and introduces the market development, future development prospects, market space, and capacity of each country in the world.

Chapter 9 introduces the basic situation of the main companies in the market in detail, including product sales revenue, sales volume, price, gross profit margin, market share, product introduction, recent development, etc.

Chapter 10 provides a quantitative analysis of the market size and development potential of each region in the next five years.

Chapter 11 provides a quantitative analysis of the market size and development potential of each market segment (product type and application) in the next five years.

Chapter 12 is the main points and conclusions of the report.

Contents

1 RESEARCH METHODOLOGY AND STATISTICAL SCOPE

1.1 Market Definition and Statistical Scope of Women's Razor

1.2 Key Market Segments

1.2.1 Women's Razor Segment by Type

1.2.2 Women's Razor Segment by Application

1.3 Methodology & Sources of Information

1.3.1 Research Methodology

1.3.2 Research Process

1.3.3 Market Breakdown and Data Triangulation

1.3.4 Base Year

1.3.5 Report Assumptions & Caveats

2 WOMEN'S RAZOR MARKET OVERVIEW

2.1 Global Market Overview

2.1.1 Global Women's Razor Market Size (M USD) Estimates and Forecasts (2019-2032)

2.1.2 Global Women's Razor Sales Estimates and Forecasts (2019-2032)

2.2 Market Segment Executive Summary

2.3 Global Market Size by Region

2.4 Macroeconomic Analysis

3 WOMEN'S RAZOR MARKET COMPETITIVE LANDSCAPE

3.1 Global Women's Razor Sales by Manufacturers (2019-2024)

3.2 Global Women's Razor Revenue Market Share by Manufacturers (2019-2024)

3.3 Women's Razor Market Share by Company Type (Tier 1, Tier 2, and Tier 3)

3.4 Global Women's Razor Average Price by Manufacturers (2019-2024)

3.5 Manufacturers Women's Razor Sales Sites, Area Served, Product Type

3.6 Women's Razor Market Competitive Situation and Trends

3.6.1 Women's Razor Market Concentration Rate

3.6.2 Global 5 and 10 Largest Women's Razor Players Market Share by Revenue

3.6.3 Mergers & Acquisitions, Expansion

4 WOMEN'S RAZOR INDUSTRY CHAIN ANALYSIS

- 4.1 Women's Razor Industry Chain Analysis
- 4.2 Market Overview of Key Raw Materials
- 4.3 Midstream Market Analysis
- 4.4 Downstream Customer Analysis

5 THE DEVELOPMENT AND DYNAMICS OF WOMEN'S RAZOR MARKET

- 5.1 Key Development Trends
- 5.2 Driving Factors
- 5.3 Market Challenges
- 5.4 Market Restraints
- 5.5 Industry News
 - 5.5.1 New Product Developments
 - 5.5.2 Mergers & Acquisitions
 - 5.5.3 Expansions
 - 5.5.4 Collaboration/Supply Contracts
- 5.6 Industry Policies

6 WOMEN'S RAZOR MARKET SEGMENTATION BY TYPE

- 6.1 Evaluation Matrix of Segment Market Development Potential (Type)
- 6.2 Global Women's Razor Sales Market Share by Type (2019-2024)
- 6.3 Global Women's Razor Market Size Market Share by Type (2019-2024)
- 6.4 Global Women's Razor Price by Type (2019-2024)

7 WOMEN'S RAZOR MARKET SEGMENTATION BY APPLICATION

- 7.1 Evaluation Matrix of Segment Market Development Potential (Application)
- 7.2 Global Women's Razor Market Sales by Application (2019-2024)
- 7.3 Global Women's Razor Market Size (M USD) by Application (2019-2024)
- 7.4 Global Women's Razor Sales Growth Rate by Application (2019-2024)

8 WOMEN'S RAZOR MARKET SALES BY REGION

- 8.1 Global Women's Razor Sales by Region
 - 8.1.1 Global Women's Razor Sales by Region
 - 8.1.2 Global Women's Razor Sales Market Share by Region
- 8.2 Global Women's Razor Market Size by Region
 - 8.2.1 Global Women's Razor Market Size by Region

8.2.2 Global Women's Razor Market Size Market Share by Region

8.3 North America

8.3.1 North America Women's Razor Sales by Country

8.3.2 North America Women's Razor Market Size by Country

8.3.3 U.S. Market Overview

8.3.4 Canada Market Overview

8.3.5 Mexico Market Overview

8.4 Europe

8.4.1 Europe Women's Razor Sales by Country

8.4.2 Europe Women's Razor Market Size by Country

8.4.3 Germany Market Overview

8.4.4 France Market Overview

8.4.5 U.K. Market Overview

8.4.6 Italy Market Overview

8.4.7 Russia Market Overview

8.5 Asia Pacific

8.5.1 Asia Pacific Women's Razor Sales by Region

8.5.2 China

8.5.3 Japan

8.5.4 South Korea

8.5.5 India

8.5.6 Southeast Asia

8.6 Asia Pacific

8.6.1 Asia Pacific Women's Razor Market Size by Region

8.6.2 Asia Pacific Women's Razor Market Size by Region

8.6.3 China

8.6.4 Japan

8.6.5 South Korea

8.6.6 India

8.6.7 Southeast Asia

8.7 South America

8.7.1 South America Women's Razor Sales by Country

8.7.2 South America Women's Razor Market Size by Country

8.7.3 Brazil

8.7.4 Argentina

8.7.5 Columbia

8.8 Middle East and Africa

8.8.1 Middle East and Africa Women's Razor Sales by Region

8.8.2 Middle East and Africa Women's Razor Market Size by Region

8.8.3 Saudi Arabia

8.8.4 UAE

8.8.5 Egypt

8.8.6 Nigeria

8.8.7 South Africa

9 WOMEN'S RAZOR MARKET PRODUCTION BY REGION

9.1 Global Production of Women's Razor by Region (2019-2024)

9.2 Global Women's Razor Revenue Market Share by Region (2019-2024)

9.3 Global Women's Razor Production, Revenue, Price and Gross Margin (2019-2024)

9.4 North America Women's Razor Production

9.4.1 North America Women's Razor Production Growth Rate (2019-2024)

9.4.2 North America Women's Razor Production, Revenue, Price and Gross Margin (2019-2024)

9.5 Europe Women's Razor Production

9.5.1 Europe Women's Razor Production Growth Rate (2019-2024)

9.5.2 Europe Women's Razor Production, Revenue, Price and Gross Margin (2019-2024)

9.6 Japan Women's Razor Production (2019-2024)

9.6.1 Japan Women's Razor Production Growth Rate (2019-2024)

9.6.2 Japan Women's Razor Production, Revenue, Price and Gross Margin (2019-2024)

9.7 China Women's Razor Production (2019-2024)

9.7.1 China Women's Razor Production Growth Rate (2019-2024)

9.7.2 China Women's Razor Production, Revenue, Price and Gross Margin (2019-2024)

10 KEY COMPANIES PROFILE

10.1 BIC

10.1.1 BIC Women's Razor Basic Information

10.1.2 BIC Women's Razor Product Overview

10.1.3 BIC Women's Razor Product Market Performance

10.1.4 BIC Business Overview

10.1.5 BIC Women's Razor SWOT Analysis

10.1.6 BIC Recent Developments

10.2 Edgewell

10.2.1 Edgewell Women's Razor Basic Information

- 10.2.2 Edgewell Women's Razor Product Overview
- 10.2.3 Edgewell Women's Razor Product Market Performance
- 10.2.4 Edgewell Business Overview
- 10.2.5 Edgewell Women's Razor SWOT Analysis
- 10.2.6 Edgewell Recent Developments
- 10.3 PandG
 - 10.3.1 PandG Women's Razor Basic Information
 - 10.3.2 PandG Women's Razor Product Overview
 - 10.3.3 PandG Women's Razor Product Market Performance
 - 10.3.4 PandG Women's Razor SWOT Analysis
 - 10.3.5 PandG Business Overview
 - 10.3.6 PandG Recent Developments
- 10.4 Harry's
 - 10.4.1 Harry's Women's Razor Basic Information
 - 10.4.2 Harry's Women's Razor Product Overview
 - 10.4.3 Harry's Women's Razor Product Market Performance
 - 10.4.4 Harry's Business Overview
 - 10.4.5 Harry's Recent Developments
- 10.5 All Girls Shave Club
 - 10.5.1 All Girls Shave Club Women's Razor Basic Information
 - 10.5.2 All Girls Shave Club Women's Razor Product Overview
 - 10.5.3 All Girls Shave Club Women's Razor Product Market Performance
 - 10.5.4 All Girls Shave Club Business Overview
 - 10.5.5 All Girls Shave Club Recent Developments
- 10.6 Angel Shave Club
 - 10.6.1 Angel Shave Club Women's Razor Basic Information
 - 10.6.2 Angel Shave Club Women's Razor Product Overview
 - 10.6.3 Angel Shave Club Women's Razor Product Market Performance
 - 10.6.4 Angel Shave Club Business Overview
 - 10.6.5 Angel Shave Club Recent Developments
- 10.7 Billie
 - 10.7.1 Billie Women's Razor Basic Information
 - 10.7.2 Billie Women's Razor Product Overview
 - 10.7.3 Billie Women's Razor Product Market Performance
 - 10.7.4 Billie Business Overview
 - 10.7.5 Billie Recent Developments
- 10.8 Cavallix
 - 10.8.1 Cavallix Women's Razor Basic Information
 - 10.8.2 Cavallix Women's Razor Product Overview

- 10.8.3 Cavallix Women's Razor Product Market Performance
- 10.8.4 Cavallix Business Overview
- 10.8.5 Cavallix Recent Developments
- 10.9 Dorco
 - 10.9.1 Dorco Women's Razor Basic Information
 - 10.9.2 Dorco Women's Razor Product Overview
 - 10.9.3 Dorco Women's Razor Product Market Performance
 - 10.9.4 Dorco Business Overview
 - 10.9.5 Dorco Recent Developments
- 10.10 Edwin Jagger
 - 10.10.1 Edwin Jagger Women's Razor Basic Information
 - 10.10.2 Edwin Jagger Women's Razor Product Overview
 - 10.10.3 Edwin Jagger Women's Razor Product Market Performance
 - 10.10.4 Edwin Jagger Business Overview
 - 10.10.5 Edwin Jagger Recent Developments
- 10.11 Feather
 - 10.11.1 Feather Women's Razor Basic Information
 - 10.11.2 Feather Women's Razor Product Overview
 - 10.11.3 Feather Women's Razor Product Market Performance
 - 10.11.4 Feather Business Overview
 - 10.11.5 Feather Recent Developments
- 10.12 FFS
 - 10.12.1 FFS Women's Razor Basic Information
 - 10.12.2 FFS Women's Razor Product Overview
 - 10.12.3 FFS Women's Razor Product Market Performance
 - 10.12.4 FFS Business Overview
 - 10.12.5 FFS Recent Developments
- 10.13 Gr?um
 - 10.13.1 Gr?um Women's Razor Basic Information
 - 10.13.2 Gr?um Women's Razor Product Overview
 - 10.13.3 Gr?um Women's Razor Product Market Performance
 - 10.13.4 Gr?um Business Overview
 - 10.13.5 Gr?um Recent Developments
- 10.14 Kaili
 - 10.14.1 Kaili Women's Razor Basic Information
 - 10.14.2 Kaili Women's Razor Product Overview
 - 10.14.3 Kaili Women's Razor Product Market Performance
 - 10.14.4 Kaili Business Overview
 - 10.14.5 Kaili Recent Developments

10.15 Oscar Razor

- 10.15.1 Oscar Razor Women's Razor Basic Information
- 10.15.2 Oscar Razor Women's Razor Product Overview
- 10.15.3 Oscar Razor Women's Razor Product Market Performance
- 10.15.4 Oscar Razor Business Overview
- 10.15.5 Oscar Razor Recent Developments

10.16 Oui Shave

- 10.16.1 Oui Shave Women's Razor Basic Information
- 10.16.2 Oui Shave Women's Razor Product Overview
- 10.16.3 Oui Shave Women's Razor Product Market Performance
- 10.16.4 Oui Shave Business Overview
- 10.16.5 Oui Shave Recent Developments

10.17 Parker Safety Razor

- 10.17.1 Parker Safety Razor Women's Razor Basic Information
- 10.17.2 Parker Safety Razor Women's Razor Product Overview
- 10.17.3 Parker Safety Razor Women's Razor Product Market Performance
- 10.17.4 Parker Safety Razor Business Overview
- 10.17.5 Parker Safety Razor Recent Developments

10.18 Preserve

- 10.18.1 Preserve Women's Razor Basic Information
- 10.18.2 Preserve Women's Razor Product Overview
- 10.18.3 Preserve Women's Razor Product Market Performance
- 10.18.4 Preserve Business Overview
- 10.18.5 Preserve Recent Developments

10.19 Pure Silk

- 10.19.1 Pure Silk Women's Razor Basic Information
- 10.19.2 Pure Silk Women's Razor Product Overview
- 10.19.3 Pure Silk Women's Razor Product Market Performance
- 10.19.4 Pure Silk Business Overview
- 10.19.5 Pure Silk Recent Developments

10.20 ShaveMOB

- 10.20.1 ShaveMOB Women's Razor Basic Information
- 10.20.2 ShaveMOB Women's Razor Product Overview
- 10.20.3 ShaveMOB Women's Razor Product Market Performance
- 10.20.4 ShaveMOB Business Overview
- 10.20.5 ShaveMOB Recent Developments

10.21 Sphynx

- 10.21.1 Sphynx Women's Razor Basic Information
- 10.21.2 Sphynx Women's Razor Product Overview

- 10.21.3 Sphynx Women's Razor Product Market Performance
- 10.21.4 Sphynx Business Overview
- 10.21.5 Sphynx Recent Developments
- 10.22 Super-Max
 - 10.22.1 Super-Max Women's Razor Basic Information
 - 10.22.2 Super-Max Women's Razor Product Overview
 - 10.22.3 Super-Max Women's Razor Product Market Performance
 - 10.22.4 Super-Max Business Overview
 - 10.22.5 Super-Max Recent Developments

11 WOMEN'S RAZOR MARKET FORECAST BY REGION

- 11.1 Global Women's Razor Market Size Forecast
- 11.2 Global Women's Razor Market Forecast by Region
 - 11.2.1 North America Market Size Forecast by Country
 - 11.2.2 Europe Women's Razor Market Size Forecast by Country
 - 11.2.3 Asia Pacific Women's Razor Market Size Forecast by Region
 - 11.2.4 South America Women's Razor Market Size Forecast by Country
 - 11.2.5 Middle East and Africa Forecasted Sales of Women's Razor by Country

12 FORECAST MARKET BY TYPE AND BY APPLICATION (2025-2032)

- 12.1 Global Women's Razor Market Forecast by Type (2025-2032)
 - 12.1.1 Global Forecasted Sales of Women's Razor by Type (2025-2032)
 - 12.1.2 Global Women's Razor Market Size Forecast by Type (2025-2032)
 - 12.1.3 Global Forecasted Price of Women's Razor by Type (2025-2032)
- 12.2 Global Women's Razor Market Forecast by Application (2025-2032)
 - 12.2.1 Global Women's Razor Sales (K Units) Forecast by Application
 - 12.2.2 Global Women's Razor Market Size (M USD) Forecast by Application (2025-2032)

13 CONCLUSION AND KEY FINDINGS

I would like to order

Product name: Global Women's Razor Market Research Report 2024(Status and Outlook)

Product link: <https://marketpublishers.com/r/GF90666695F1EN.html>

Price: US\$ 2,800.00 (Single User License / Electronic Delivery)

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

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/GF90666695F1EN.html>