

Global Toiletries Market: Size & Forecast with Impact Analysis of COVID-19 (2020-2024)

<https://marketpublishers.com/r/G125B65C3D60EN.html>

Date: September 2020

Pages: 88

Price: US\$ 900.00 (Single User License)

ID: G125B65C3D60EN

Abstracts

Scope of the Report

The report titled “Global Toiletries Market: Size & Forecast with Impact Analysis of COVID-19 (2020-2024)”, provides an in-depth analysis of the global toiletries market with description of market sizing and growth. The analysis includes market by value, by application and by region. Furthermore, the report also provides detailed application and regional analysis.

Moreover, the report also assesses the key opportunities in the market and outlines the factors that are and would be driving the growth of the industry. Growth of the overall global toiletries market has also been forecasted for the years 2020-2024, taking into consideration the previous growth patterns, the growth drivers and the current and future trends.

Some of the major players operating in the global toiletries market are Procter & Gamble, Unilever, Henkel and Reckitt Benckiser Group PLC, whose company profiling has been done in the report. In this segment of the report, business overview, financial overview and business strategies of the respective companies are also provided.

Region Coverage

North America

Asia Pacific

Western Europe

South America

Middle East and Africa

Eastern Europe

Company Coverage

Procter & Gamble

Unilever

Henkel

Reckitt Benckiser Group PLC

Executive Summary

On the basis of application toiletries products are segmented into, hair grooming, face care creams, face and body lotions, scent and fragrance, shaving products and other cosmetic products.

The global toiletries market has increased steady pace over the years and the market is further expected to augment progressively during the forecasted years 2020 to 2024. The market would propel owing to different growth drivers such as rapid urbanization, growth in geriatric population, augmenting ecommerce sales, growth in middle class expenditure, surging disposable income and rising youth population.

However, the market faces some challenges which are hindering the growth of the market. Some of the major challenges faced by the industry are: high distribution cost and forgery products. Whereas, the market growth would be further supported by various market trends like surging demand for natural and organic products, multi-aid products, diversification, etc.

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