

Global Wet Shaving Market with Focus on Blades & Razors: Size, Trends and Forecasts (2016-2020)

<https://marketpublishers.com/r/G317DE13E7FEN.html>

Date: June 2016

Pages: 56

Price: US\$ 800.00 (Single User License)

ID: G317DE13E7FEN

Abstracts

Scope of the Report

The report titled “Global Wet Shaving Market with Focus on Blades & Razors: Size, Trends and Forecasts (2016-2020)” provides an in depth analysis of global wet shaving market and its products with detailed analysis of market size and growth in terms of value. The report primarily focuses on the blades and razors segment of the wet shaving market. An analysis of market share by major segments as well as by region is also provided in the report.

A brief analysis of the US wet shaving market is provided with description of market share by major players and distribution channels. Annual expenditure on shaving need and the leading brands of the wet shaving products in the US market has also been discussed.

Furthermore, it assesses the key opportunities available in the market and outlines the factors that are and will be driving the growth of the industry. Growth of the overall wet shaving market has also been forecasted for the period 2016-2020 taking into considerations the previous growth patterns, the growth drivers and the current and future trends.

A brief company profiling of the major market players namely Proctor & Gamble (Gillette), Edgewell Personal Care, Beiersdorf AG and Societe BIC SA has been provided in the report on the basis of aspects like business overview, financial overview and business strategies adopted by these companies in order to increase their share in the global wet shaving market.

Country Coverage

The US

Company Coverage

Proctor & Gamble (P&G)

Edgewell Personal Care

Beiersdorf AG

Societe BIC SA

Executive Summary

Wet shaving is a technique that is used by a person to groom him with the help of shaving products like shaving creams/foams/soaps, shaving brush, razors and after shave lotions. Wet shaving is a traditional method of shaving. Shaving is most commonly practiced by men to remove their facial hair. Shaving products are broadly classified into three broad categories: pre, during and after shave.

As compared to wet shaving, dry shaving is the latest trend followed by men especially by youth generation. Dry shaving is the art of shaving without the use of any water or having foams/soaps. This type of shaving is mostly done with the help of an electric razor. Shaving razor is one of the key products in the wet shaving kit.

The global wet shaving market is growing rapidly over the past few years and is anticipated to increase further in the forecasted period i.e. 2016-2020 tremendously. Global wet shaving market is expected to increase on the back of rising demand for women shaving products, increasing disposable income, growing population, growing demand for battery operated razors and emergence of internet as primary distribution channel etc. Yet there are certain challenges such as increasing sales of electric razors, rising trend of unshaved hair among men, high replacement cost of razor cartridges and high cost of technological advanced products etc. that obstruct the growth of the market.

Contents

1. EXECUTIVE SUMMARY

2. INTRODUCTION

2.1 Overview of Wet Shaving

2.1.1 Types of Razor

Disposable Razor

Electric Razor

Straight Razor

Cartridge Razor

Safety Razor

2.1.2 Types of Shaving Brush

Silver Tip Badger

Super Badger

Boar Bristle

Pure Badger

Synthetic

2.1.3 Top 5 Global Brands

3. GLOBAL MARKET ANALYSIS

3.1 Global Wet Shaving Market: An Analysis

3.1.1 Global Wet Shaving Market by Value

3.1.2 Global Wet Shaving Market by Segment

3.1.3 Global Wet Shaving Product Sales by Region

3.2 Global Blades & Razors Market: An Analysis

3.2.1 Global Blades & Razors Market by Volume

3.2.2 Global Men's Blades & Razors Consumption

4. REGION/COUNTRY ANALYSIS

4.1 The US Wet Shaving Market: An Analysis

4.1.1 The US Wet Shaving Market by Distribution Channel

4.1.2 The US Blades & Razors Market Share by Players

4.1.3 The US Average Annual Expenditure on Shaving Needs

4.1.4 The US Razor Market by Leading Brands

5. MARKET DYNAMICS

5.1 Growth Drivers

- 5.1.1 Rising Population
- 5.1.2 Increasing Awareness of Men's In Grooming
- 5.1.3 Increased Spending on Personal Care Appliances
- 5.1.4 Increase in Corporate Culture
- 5.1.5 Technological Advancements
- 5.1.6 Rising Income Level in Developing Economies

5.2 Challenges

- 5.2.1 Increasing Sales of Electric Razors
- 5.2.2 Rising Trend of Unshaved Hair among Men
- 5.2.3 High Replacement Cost of Razor Cartridges
- 5.2.4 Low Adoption of Shavers by Women
- 5.2.5 High Cost of Saving Products

5.3 Market Trends

- 5.3.1 Rising Demand for Women Shaving Products
- 5.3.2 Growing Demand for Battery Operated Razors
- 5.3.3 Emergence of Internet as Distribution Channel

6. COMPETITIVE LANDSCAPE

7. COMPANY PROFILING

7.1 Proctor & Gamble (P&G)

- 7.1.1 Business Overview
- 7.1.2 Financial Overview
- 7.1.3 Business Strategy

7.2 Edgewell Personal Care

- 7.2.1 Business Overview
- 7.2.2 Financial Overview
- 7.2.3 Business Strategy

7.3 Beiersdorf AG

- 7.3.1 Business Overview
- 7.3.2 Financial Overview
- 7.3.3 Business Strategy

7.4 Societe BIC SA

- 7.4.1 Business Overview
- 7.4.2 Financial Overview

7.4.3 Business Strategy

List Of Figures

LIST OF FIGURES

Figure 1: Types of Razor

Figure 2: Types of Shaving Brush

Table 1: Top 5 Global Brands of Wet Shaving

Figure 3: Global Wet Shaving Market by Value; 2010-2015 (US\$ Billion)

Figure 4: Global Wet Shaving Market by Value; 2016-2020 (US\$ Billion)

Figure 5: Global Wet Shaving Market by Segment; 2015

Figure 6: Global Wet Shaving Product Sales by Region; 2014-2018E (US\$ Billion)

Figure 7: Global Blades & Razors Market by Volume; 2010-2015 (Billion Units)

Figure 8: Global Blades & Razors Market by Volume; 2016-2020E (Billion Units)

Figure 9: Global Men's Razors & Blades Consumption; 2015

Figure 10: Global Women's Razors & Blades Consumption; 2015

Figure 11: The US Wet Shaving Market by Distribution Channel; 2015

Figure 12: The US Blades & Razors Market Share by Players; 2015

Figure 13: The US Average Annual Expenditure on Shaving Needs; 2011-2015

Figure 14: The US Razor Market by Leading Brands; 2015

Figure 15: World Population; 1990-2015 (Billion)

Figure 16: Global Men's Blades & Razors Market Share by Players; 2015

Figure 17: Global Women's Blades & Razors Market Share by Players; 2015

Figure 18: P&G Revenue; 2011-2015 (US\$ Billion)

Figure 19: P&G Revenue by Segment; 2015

Figure 20: Edgewell Personal Care Revenue; 2011-2015 (US\$ Billion)

Figure 21: Edgewell Personal Care Revenue Share by Segment; 2015

Figure 22: Beiersdorf Revenue; 2012-2015 (US\$ Billion)

Figure 23: Beiersdorf Revenue by Segment; 2015

Figure 24: Beiersdorf Revenue by Region; 2015

Figure 25: Societe BIC Revenue; 2012-2015 (US\$ Billion)

Figure 26: Societe BIC SA Revenue by Segment; 2015

I would like to order

Product name: Global Wet Shaving Market with Focus on Blades & Razors: Size, Trends and Forecasts (2016-2020)

Product link: <https://marketpublishers.com/r/G317DE13E7FEN.html>

Price: US\$ 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/G317DE13E7FEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970

