

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

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## 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.

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