

Global Wet Shaving Products Market 2023-2029

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Abstracts

Wet shaving has several benefits over dry shaving, including a closer and smoother shave, less irritation and razor burn, and improved skin health. Wet shaving also helps to exfoliate the skin, removing dead skin cells and leaving the skin feeling soft and smooth. In addition to the benefits for the skin, wet shaving can also be a more enjoyable and relaxing experience compared to dry shaving. The use of a shaving brush and high-quality shaving products can create a luxurious experience that can feel like a treat or self-care ritual. According to the latest data, the market size of the global wet shaving products sector is expected to rise by USD 12.3 billion with a CAGR of 9.47% by the end of 2029.

The report covers market size and growth, segmentation, regional breakdowns, competitive landscape, trends and strategies for global wet shaving products market. It presents a quantitative analysis of the market to enable stakeholders to capitalize on the prevailing market opportunities. The report also identifies top segments for opportunities and strategies based on market trends and leading competitors' approaches.

This industry report offers market estimates and forecasts of the global market, followed by a detailed analysis of the product, gender, distribution channel, and region. The global market for wet shaving products can be segmented by product: disposable razors, non-disposable razors, shaving lotions & creams, razor cartridges, blades, others. The shaving lotions & creams segment captured the largest share of the market in 2022. Wet shaving products market is further segmented by gender: male, female. The male segment held the largest share of the global wet shaving products market in 2022 and is anticipated to hold its share during the forecast period. Based on distribution channel, the wet shaving products market is segmented into: supermarkets and hypermarkets, independent retailers, others. In 2022, the supermarkets and hypermarkets segment made up the largest share of revenue generated by the wet

shaving products market. On the basis of region, the wet shaving products market also can be divided into: North America, Europe, Asia-Pacific, MEA (Middle East and Africa), Latin America. Among these, Asia-Pacific was accounted for the highest revenue generator in 2022.

Market Segmentation

By product: disposable razors, non-disposable razors, shaving lotions & creams, razor cartridges, blades, others

By gender: male, female

By distribution channel: supermarkets and hypermarkets, independent retailers, others

By region: North America, Europe, Asia-Pacific, MEA (Middle East and Africa), Latin America

The global wet shaving products market report offers detailed information on several market vendors, including Beiersdorf AG, Edgewell Personal Care Company, Godrej Consumer Products Limited, Johnson & Johnson, Procter & Gamble Company, Raymond Limited, Unilever plc, among others. In this report, key players and their strategies are thoroughly analyzed to understand the competitive outlook of the market.

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Scope of the Report

To analyze and forecast the market size of the global wet shaving products market.

To classify and forecast the global wet shaving products market based on product, gender, distribution channel, region.

To identify drivers and challenges for the global wet shaving products market.

To examine competitive developments such as mergers & acquisitions, agreements, collaborations and partnerships, etc., in the global wet shaving products market.

To identify and analyze the profile of leading players operating in the global wet shaving products market.

Why Choose This Report

Gain a reliable outlook of the global wet shaving products market forecasts from 2023 to 2029 across scenarios.

Identify growth segments for investment.

Stay ahead of competitors through company profiles and market data.

The market estimate for ease of analysis across scenarios in Excel format.

Strategy consulting and research support for three months.

Print authentication provided for the single-user license.

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Edgewell Personal Care Company

Godrej Consumer Products Limited

Johnson & Johnson

Procter & Gamble Company

Raymond Limited

Unilever plc

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