

Men's Grooming Products: Market Research Report

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Abstracts

This report analyzes the worldwide markets for Men's Grooming Products in US\$ Million by the following Product/Groups Segments: Toiletries (Bath and Shower Products, Hair Care Products, Skin Care Products, & Deodorants), and Shaving Products (Pre-Shave Products, Post-Shave Products, & Razors/Blades). The report provides separate comprehensive analytics for the US, Canada, Japan, Europe, Asia-Pacific, Middle East & Africa, and Latin America. Annual estimates and forecasts are provided for the period 2014 through 2020. Also, a seven-year historic analysis is provided for these markets. Market data and analytics are derived from primary and secondary research. Company profiles are primarily based on public domain information including company URLs. The report profiles 156 companies including many key and niche players such as -

Avon Products, Inc.

Beiersdorf AG

Colgate-Palmolive Company

Coty, Inc.

Energizer Holdings, Inc.

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Beiersdorf AG – A Major German Player

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4C. ITALY

A. Market Analysis

Current & Future Analysis

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B. Market Analytics

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B. Market Analytics

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4E. SPAIN

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Weaker Macroeconomic Fundamentals Stifle Men's Grooming Product

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4G. REST OF EUROPE

A. Market Analysis

Current & Future Analysis

Overview of Select Regional Markets

Bulgaria

Denmark – Men`s Grooming Yet to Break Free from Recessionary Lull

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Finland – Men`s Grooming Product Remains Underdeveloped

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Ireland - Men's Grooming Products Market to Witness Steady Growth
Multinationals Dominate the Irish Market

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Turkey - Favorable Macroeconomic Factors Spur Growth in Shaving Products Market

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P&G Leads Turkish Men's Grooming Market

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Table 165. Rest of Europe Recent Past, Current & Future Analysis for Men's Grooming
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5. ASIA-PACIFIC

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Table 168. Consumer Confidence in China & India Vs Global: A Comparison for Years 2011-3Q2014 (includes corresponding Graph/Chart)

Asia Witnesses Revolutionary Change in Male Attitudes towards Cosmetics
Despite Fast-paced Growth, Market Penetration of Male Grooming Products Remains Low

Top 5 Men's Grooming Products Ranked in Descending Order of Usage among Asian Men: 2014

Innovative Product Design and Promotion Strategies Hold Key to Unlocking Asian Market

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Table 170. Asia-Pacific Recent Past, Current & Future Analysis for Men's Grooming Products by Geographic Region - Australia, China, India, South Korea and Rest of Asia-Pacific Markets Independently Analyzed with Annual Sales Figures in US\$ Million for Years 2014 through 2020 (includes corresponding Graph/Chart)

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5A. AUSTRALIA

A. Market Analysis

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Changing Consumer Attitudes Augur Bright Future for Australian Market

Unilever Dominates Men's Grooming Products Market

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Table 176. Australian Recent Past, Current & Future Analysis for Men's Grooming Products Analyzed with Annual Sales Figures in US\$ Million for Years 2014 through 2020 (includes corresponding Graph/Chart)

Table 177. Australian Historic Review for Men's Grooming Products Analyzed with Annual Sales Figures in US\$ Million for Years 2007 through 2013 (includes corresponding Graph/Chart)

5B. CHINA

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Table 178. Chinese Beauty and Personal Care Product Market by Product Segment (2014): Percentage Breakdown of Value Sales for Baby & Child Products, Bath & Shower, Color Cosmetics, Fragrances, Hair Care, Men's Grooming Products, Oral Care, Skincare, and Others (includes corresponding Graph/Chart)

Competitive Scenario

Shaving Products

Table 179. Chinese Market for Shaving Products by Leading Players (2014):

Percentage Breakdown of Value Sales for Energizer, P&G, and Others (includes corresponding Graph/Chart)

Chinese Market Expanding Rapidly, Ample Scope for Market Growth

Penetration of Male Grooming Remains Low

Local and Foreign Brands Battle for Slice of Fast-Growing Chinese Men's Grooming Market

Major International Manufacturers and Brands Offering Men's Grooming Products in China

Major Domestic Manufacturers and Brands Offering Men's Grooming Products in China

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Table 180. Chinese Recent Past, Current & Future Analysis for Men's Grooming Products Analyzed with Annual Sales Figures in US\$ Million for Years 2014 through 2020 (includes corresponding Graph/Chart)

Table 181. Chinese Historic Review for Men's Grooming Products Analyzed with Annual Sales Figures in US\$ Million for Years 2007 through 2013 (includes corresponding Graph/Chart)

5C. INDIA

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Indian Men's Grooming Industry Soars to New Heights

Table 182. Indian Men's Grooming Product Market by Product Segment (2014): Percentage Share Breakdown for Deodorants & Fragrances, Shampoos, Shaving Products, Soaps, and Others (includes corresponding Graph/Chart)

Indian Men Demand More Value Addition in Grooming Products

Product Innovation and Diversification to Accelerate Market Growth

India – A Highly Potent Market for Men's Shaving Products

Styled Stubbles in Vogue Auguring Good Tidings for Electric Shavers and Trimmers

Skincare Products to outperform all Other Segments
Lucrative Market for Men's Skin Lightening Formulations
Select Men's Skin Whitening Products by Company and Launch Year
Competitive Environment
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Table 183. Indian Market for Shaving Products by Leading Players (2014): Percentage Breakdown of Value Sales for Energizer, P&G, and Others (includes corresponding Graph/Chart)

Competitive Dynamics in the Men's Fairness Cream Sector

Table 184. Leading Players in the Indian Fairness Creams Market for Men (2014): Percentage Breakdown of Value Sales for Emami, Hindustan Unilever, Garnier, Nivea and Others (includes corresponding Graph/Chart)

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Table 185. Indian Recent Past, Current & Future Analysis for Men's Grooming Products Analyzed with Annual Sales Figures in US\$ Million for Years 2014 through 2020 (includes corresponding Graph/Chart)

Table 186. Indian Historic Review for Men's Grooming Products Analyzed with Annual Sales Figures in US\$ Million for Years 2007 through 2013 (includes corresponding Graph/Chart)

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A. Market Analysis
Current & Future Analysis
Bright Outlook for Men's Grooming Products Market
Competition in Shaving Products Market

Table 187. South Korean Market for Shaving Products by Leading Players (2014): Percentage Breakdown of Value Sales for Energizer, P&G, and Others (includes corresponding Graph/Chart)

B. Market Analytics

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IV. COMPETITIVE LANDSCAPE

Total Companies Profiled: 156 (including Divisions/Subsidiaries - 188)

The United States (69)

Canada (4)

Japan (4)

Europe (73)

France (10)

Germany (7)

The United Kingdom (26)

Italy (4)

Spain (4)

Rest of Europe (22)

Asia-Pacific (Excluding Japan) (29)

Latin America (2)

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Middle East (4)

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