

Global Men Personal Care Market 2018 by Manufacturers, Countries, Type and Application, Forecast to 2023

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Abstracts

Men's personal care products include a diverse range of products dedicated to personal hygiene and enhancing one's personality. These products include, perfumes, deodorants, hair gel, mouthwashes, hair conditions, and facial products among others which are used by male consumers to look and feel good.

SCOPE OF THE REPORT:

This report studies the Men Personal Care market status and outlook of Global and major regions, from angles of players, countries, product types and end industries; this report analyzes the top players in global market, and splits the Men Personal Care market by product type and applications/end industries.

The global upsurge in online retail platforms, and the escalation in health, and fitness consciousness among men is anticipated to offer more business opportunities.

However, rise in packaging costs could prove to be a major challenge for the players. Skin care segment accounted for the maximum market share in 2017, due to wide-spread popularity of face creams and moisturizers among the consumers.

Asia-Pacific is expected to account for the highest growth rate in the overall market throughout the forecast period, owing to the upsurge in demand from countries such as China and India.

The global Men Personal Care market is valued at xx million USD in 2017 and is expected to reach xx million USD by the end of 2023, growing at a CAGR of xx% between 2017 and 2023.

The Asia-Pacific will occupy for more market share in following years, especially in China, also fast growing India and Southeast Asia regions.

North America, especially The United States, will still play an important role which cannot be ignored. Any changes from United States might affect the development trend of Men Personal Care.

Europe also play important roles in global market, with market size of xx million USD in 2017 and will be xx million USD in 2023, with a CAGR of xx%.

Market Segment by Companies, this report covers

Johnson & Johnson

Procter and Gamble

Loreal

Estee Lauder

Unilever

Avon Products

Kao Corporation

Colgate-Palmolive

Beiersdorf Akteingesellschaft

Shiseido

Kiehl's

Clinique.

Lancome

Loccitane

Sephora

Clarins

SK-II

Lush

Laneige

Biotherm

Aesop

Layrite

Market Segment by Regions, regional analysis covers

North America (United States, Canada and Mexico)

Europe (Germany, France, UK, Russia and Italy)

Asia-Pacific (China, Japan, Korea, India and Southeast Asia)

South America (Brazil, Argentina, Colombia)

Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria and South Africa)

Market Segment by Type, covers

Fragrances

Skin creams/lotions

Hair products

Shaving product

Mouthwashes

Market Segment by Applications, can be divided into

Hair Care

Shaving

Oral Care

Personal Cleanliness

Skin Care

Others

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