

Disposable Razor Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2024 to 2032

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Abstracts

The Global Disposable Razor Market, valued at USD 3.5 billion in 2023, is projected to grow at a CAGR of 4.1% from 2024 to 2032. The increasing preference for disposable razors is driven by their ease of use and affordability, making them an attractive grooming option for many consumers. These razors offer a hassle-free and cost-effective alternative to traditional shaving methods, contributing to their popularity, especially among budget-conscious travelers and individuals.

Growing awareness around personal grooming, particularly among younger consumers, also propels the market forward. With the influence of social media, fashion trends, and shifting lifestyles, maintaining a well-groomed appearance has gained prominence. As a result, more people are seeking convenient and affordable grooming solutions, making disposable razors the go-to choice in both developed and emerging markets.

The market is segmented by blade type, which includes single blade, twin blade, triple blade, and others. The triple blade category leads the market, generating significant revenue and exhibiting a strong growth outlook. This segment continues to be favored by consumers due to its combination of performance, comfort, and cost-effectiveness. Triple-blade razors offer a smoother and closer shave compared to single or twin-blade options, making them ideal for regular use and suitable for different shaving needs.

Regarding distribution channels, the market is divided into online and offline sales. The offline segment holds the largest share, representing 80% of the market. This preference for in-store purchases is largely driven by the traditional nature of shopping for grooming products, where consumers can physically assess the quality, packaging, and variety of available razors. Supermarkets, pharmacies, and convenience stores are the main retail locations where consumers typically purchase disposable razors,

benefiting from the personalized experience and immediate access to products.

In North America, the U.S. holds a dominant share of the disposable razor market. The country's substantial population, high levels of disposable income, and cultural focus on personal hygiene contribute to the ongoing demand for grooming products. The U.S. market growth is expected to continue, fueled by increasing consumer investment in effective and convenient shaving solutions, reinforcing the country's position as a leader in the disposable razor industry.

Contents

Report Content

CHAPTER 1 METHODOLOGY & SCOPE

- 1.1 Market scope & definitions
- 1.2 Base estimates & calculations
- 1.3 Forecast calculations
- 1.4 Data sources
 - 1.4.1 Primary
 - 1.4.2 Secondary
 - 1.4.2.1 Paid sources
 - 1.4.2.2 Public sources

CHAPTER 2 EXECUTIVE SUMMARY

- 2.1 Industry 360° synopsis, 2021-2032

CHAPTER 3 INDUSTRY INSIGHTS

- 3.1 Industry ecosystem analysis
 - 3.1.1 Factor affecting the value chain
 - 3.1.2 Profit margin analysis
 - 3.1.3 Disruptions
 - 3.1.4 Future outlook
 - 3.1.5 Manufacturers
 - 3.1.6 Distributors
- 3.2 Supplier landscape
- 3.3 Profit margin analysis
- 3.4 Key news & initiatives
- 3.5 Regulatory landscape
- 3.6 Impact forces
 - 3.6.1 Growth drivers
 - 3.6.1.1 Convenience and affordability
 - 3.6.1.2 Rising demand for personal grooming
 - 3.6.1.3 Expanding distribution channels
 - 3.6.2 Industry pitfalls & challenges
 - 3.6.2.1 Environmental concerns

- 3.6.2.2 Intense competition and market saturation
- 3.7 Growth potential analysis
- 3.8 Porter's analysis
- 3.9 PESTEL analysis

CHAPTER 4 COMPETITIVE LANDSCAPE, 2023

- 4.1 Introduction
- 4.2 Company market share analysis
- 4.3 Competitive positioning matrix
- 4.4 Strategic outlook matrix

CHAPTER 5 MARKET ESTIMATES & FORECAST, BY BLADE TYPE, 2021-2032 (USD BILLION)

- 5.1 Key trends
- 5.2 Single blade
- 5.3 Twin blade
- 5.4 Triple blade
- 5.5 Others (four and more, etc.)

CHAPTER 6 MARKET ESTIMATES & FORECAST, BY APPLICATION, 2021-2032 (USD BILLION)

- 6.1 Key trends
- 6.2 Household
- 6.3 Commercial

CHAPTER 7 MARKET ESTIMATES & FORECAST, BY END USE 2021-2032 (USD BILLION)

- 7.1 Key trends
- 7.2 Men
- 7.3 Women

CHAPTER 8 MARKET ESTIMATES & FORECAST, BY PRICE RANGE, 2021-2032 (USD BILLION)

- 8.1 Key trends

8.2 Low

8.3 Medium

8.4 High

CHAPTER 9 MARKET ESTIMATES & FORECAST, BY DISTRIBUTION CHANNEL, 2021-2032 (USD BILLION)

9.1 Key trends

9.2 Online

9.2.1 E-commerce

9.2.2 Company websites

9.3 Offline

9.3.1 Supermarkets/hypermarkets

9.3.2 Pharmacies/drugstores

9.3.3 Others (specialty stores, convenience, etc.)

CHAPTER 10 MARKET ESTIMATES & FORECAST, BY REGION, 2021-2032 (USD BILLION)

10.1 Key trends

10.2 North America

10.2.1 U.S.

10.2.2 Canada

10.3 Europe

10.3.1 UK

10.3.2 Germany

10.3.3 France

10.3.4 Italy

10.3.5 Spain

10.3.6 Russia

10.4 Asia Pacific

10.4.1 China

10.4.2 India

10.4.3 Japan

10.4.4 South Korea

10.4.5 Australia

10.4.6 Indonesia

10.5 Latin America

10.5.1 Brazil

10.5.2 Mexico

10.5.3 Argentina

10.6 MEA

10.6.1 South Africa

10.6.2 Saudi Arabia

10.6.3 UAE

CHAPTER 11 COMPANY PROFILES

11.1 Barbasol

11.2 BIC Group

11.3 Dorco

11.4 Edgewell Personal Care

11.5 Feather Safety Razor

11.6 Harry's

11.7 Kai Group

11.8 Kaili Group

11.9 Lord International

11.10 Ningbo Jiali Plastics

11.11 Parker Safety Razor

11.12 Procter & Gamble

11.13 Shanghai Cloud Blade

11.14 Super-Max

11.15 Unilever

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