

Facial Hair Care Wipes Market Size, Share & Trends Analysis Report By Distribution Channel (Online Channel, Offline Channel), By Region (North America, Europe, APAC, CSA, MEA), And Segment Forecasts, 2020 - 2027

<https://marketpublishers.com/r/F6080A1B11EFEN.html>

Date: June 2020

Pages: 80

Price: US\$ 3,950.00 (Single User License)

ID: F6080A1B11EFEN

Abstracts

Facial Hair Care Wipes Market Growth & Trends

The global facial hair care wipes market size is expected to reach USD 4,072.3 Thousand by 2027, expanding at a CAGR of 8.5% from 2020 to 2027, according to a new report by Grand View Research, Inc. Facial hair care wipes have been gaining an increasing traction among the male consumers on account of their changing lifestyle and perception towards beard styling and maintenance as a fashion statement.

The wellness and grooming industry for men has been on the rise and contributing significantly to the growth of the market over the past few years. Surge in disposable income, fashion and celebrity endorsement, and adoption of western culture are expected to drive the market. Furthermore, elevated standard of living and rapid urbanization are contributing to the growth of the male personal care industry.

According to a study conducted by Assocham, one of the trade associations in India, men who fall in the age group of 18 to 25 spend more money on grooming and personal care products, such as beard care products, than women in India. Nowadays, men are becoming more conscious about their looks and they want to look better and physically attractive to draw attention in the society.

Furthermore, men working in the rigorous environment need to have daily care for their facial hair. A research conducted by Switzerland's Hirslanden Clinic stated that men

with beard carry more germs and bacteria in their beard than dogs carry in their fur. Taking this into consideration, facial hair care wipes are formulated using combination of essential oils, such as jojoba, argan, and coconut oil, along with anti-bacterial solution, which will keep the beard dirt and bacteria free.

The online distribution channel held the largest market share in 2019. Rising popularity of online shopping and surge in the number of internet and smartphone users are the major factors boosting the segment growth. Moreover, the online retail platform offers cashback and doorstep delivery services, thus drive the sale of facial hair wipes through online channel in the forecast period.

There has been a shift in men's perception towards grooming and taking care of themselves. Increasing penetration of social media and rise of influencer marketing lead to an increase in the sale of male grooming products, including facial hair wipes. Offline distribution platforms such as convenient stores, departmental stores, and salons contribute to the sales of facial hair care wipes.

Facial Hair Care Wipes Market Report Highlights

Rising popularity of online retail platforms due to various advantages, such as cashback offers, discount on branded products, and direct to the end user sale, will fuel demand for facial hair care wipes

Increasing demand for the organic and bio-based products will further boost the market growth

Asia Pacific is estimated to emerge as the fastest growing regional market in the forecast period on account of a large population base and increasing penetration of smartphone and e-commerce services amongst the youth.

Contents

CHAPTER 1. METHODOLOGY AND SCOPE

- 1.1. Market Segmentation & Scope
- 1.2. Market Definition
- 1.3. Information Procurement
 - 1.3.1. Purchased Database
 - 1.3.2. GVR's Internal Database
 - 1.3.3. Secondary Sources & Third-Party Perspectives
 - 1.3.4. Primary Research
- 1.4. Information Analysis
 - 1.4.1. Data Analysis Models
- 1.5. Market Formulation & Data Visualization
- 1.6. Data Validation & Publishing

CHAPTER 2. EXECUTIVE SUMMARY

- 2.1. Market Outlook
- 2.2. Segmental Outlook
- 2.3. Competitive Insights

CHAPTER 3. FACIAL HAIR CARE WIPES MARKET VARIABLES, TRENDS & SCOPE

- 3.1. Market Introduction
- 3.2. Penetration & Growth Prospect Mapping
- 3.3. Industry Value Chain Analysis
 - 3.3.1. Sales/Retail Channel Analysis
 - 3.3.2. Profit Margin Analysis
- 3.4. Market Dynamics
 - 3.4.1. Market Driver Analysis
 - 3.4.2. Market Restraint Analysis
 - 3.4.3. Industry Challenges
 - 3.4.4. Industry Opportunities
- 3.5. Business Environment Analysis
 - 3.5.1. Industry Analysis - Porter's
 - 3.5.1.1. Supplier Power
 - 3.5.1.2. Buyer Power

- 3.5.1.3. Substitution Threat
- 3.5.1.4. Threat from New Entrant
- 3.5.1.5. Competitive Rivalry
- 3.6. Roadmap of Facial Hair Care Wipes Market
- 3.7. Market Entry Strategies

CHAPTER 4. CONSUMER BEHAVIOR ANALYSIS

- 4.1. Consumer Trends and Preferences
- 4.2. Factors Affecting Buying Decision
- 4.3. Consumer Product Adoption
- 4.4. Observations & Recommendations

CHAPTER 5. FACIAL HAIR CARE WIPES MARKET: DISTRIBUTION CHANNEL ESTIMATES & TREND ANALYSIS

- 5.1. Distribution Channel Movement Analysis & Market Share, 2019 & 2027
- 5.2. Online Channel
 - 5.2.1. Market estimates and forecast, 2016 - 2027 (USD Thousand)
- 5.3. Offline Channel
 - 5.3.1. Market estimates and forecast, 2016 - 2027 (USD Thousand)

CHAPTER 6. FACIAL HAIR CARE WIPES MARKET: REGIONAL ESTIMATES & TREND ANALYSIS

- 6.1. Regional Movement Analysis & Market Share, 2019 & 2027
- 6.2. North America
 - 6.2.1. Market estimates and forecast, 2016 - 2027 (USD Thousand)
 - 6.2.2. Market estimates and forecast, by distribution channel, 2016 - 2027 (USD Thousand)
 - 6.2.3. U.S.
 - 6.2.3.1. Market estimates and forecast, 2016 - 2027 (USD Thousand)
 - 6.2.3.2. Market estimates and forecast, by distribution channel, 2016 - 2027 (USD Thousand)
- 6.3. Europe
 - 6.3.1. Market estimates and forecast, 2016 - 2027 (USD Thousand)
 - 6.3.2. Market estimates and forecast, by distribution channel, 2016 - 2027 (USD Thousand)
 - 6.3.3. Germany

6.3.3.1. Market estimates and forecast, 2016 - 2027 (USD Thousand)

6.3.3.2. Market estimates and forecast, by distribution channel, 2016 - 2027 (USD Thousand)

6.3.4. U.K.

6.3.4.1. Market estimates and forecast, 2016 - 2027 (USD Thousand)

6.3.4.2. Market estimates and forecast, by distribution channel, 2016 - 2027 (USD Thousand)

6.3.5. France

6.3.5.1. Market estimates and forecast, 2016 - 2027 (USD Thousand)

6.3.5.2. Market estimates and forecast, by distribution channel, 2016 - 2027 (USD Thousand)

6.4. Asia Pacific

6.4.1. Market estimates and forecast, 2016 - 2027 (USD Thousand)

6.4.2. Market estimates and forecast, by distribution channel, 2016 - 2027 (USD Thousand)

6.4.3. China

6.4.3.1. Market estimates and forecast, 2016 - 2027 (USD Thousand)

6.4.3.2. Market estimates and forecast, by distribution channel, 2016 - 2027 (USD Thousand)

6.4.4. India

6.4.4.1. Market estimates and forecast, 2016 - 2027 (USD Thousand)

6.4.4.2. Market estimates and forecast, by distribution channel, 2016 - 2027 (USD Thousand)

6.5. Central & South America

6.5.1. Market estimates and forecast, 2016 - 2027 (USD Thousand)

6.5.2. Market estimates and forecast, by distribution channel, 2016 - 2027 (USD Thousand)

6.5.3. Brazil

6.5.3.1. Market estimates and forecast, 2016 - 2027 (USD Thousand)

6.5.3.2. Market estimates and forecast, by distribution channel, 2016 - 2027 (USD Thousand)

6.6. Middle East & Africa

6.6.1. Market estimates and forecast, 2016 - 2027 (USD Thousand)

6.6.2. Market estimates and forecast, by distribution channel, 2016 - 2027 (USD Thousand)

CHAPTER 7. COMPETITIVE ANALYSIS

7.1. Key global players, recent developments & their impact on the industry

7.2. Key Company/Competition Categorization (Key innovators, Market leaders, Emerging players)

7.3. Vendor Landscape

7.3.1. Key company market share analysis, 2019

CHAPTER 8. COMPANY PROFILES

8.1. Beardilizer

8.1.1. Company Overview

8.1.2. Financial Performance

8.1.3. Product Benchmarking

8.1.4. Strategic Initiatives

8.2. Beardo

8.2.1. Company Overview

8.2.2. Financial Performance

8.2.3. Product Benchmarking

8.2.4. Strategic Initiatives

8.3. Depot

8.3.1. Company Overview

8.3.2. Financial Performance

8.3.3. Product Benchmarking

8.3.4. Strategic Initiatives

8.4. Zekes

8.4.1. Company Overview

8.4.2. Financial Performance

8.4.3. Product Benchmarking

8.4.4. Strategic Initiatives

8.5. Viking Beard Stuff

8.5.1. Company Overview

8.5.2. Financial Performance

8.5.3. Product Benchmarking

8.5.4. Strategic Initiatives

8.6. Gibs wipes

8.6.1. Company Overview

8.6.2. Financial Performance

8.6.3. Product Benchmarking

8.6.4. Strategic Initiatives

8.7. Kleenowipes.

8.7.1. Company Overview

8.7.2. Financial Performance

8.7.3. Product Benchmarking

8.7.4. Strategic Initiatives

8.8. Beardsley wipes

8.8.1. Company Overview

8.8.2. Financial Performance

8.8.3. Product Benchmarking

8.8.4. Strategic Initiatives

List Of Tables

LIST OF TABLES

1. Facial hair care wipes - Key market driver analysis
2. Facial hair care wipes - Key market restraint analysis
3. Global facial hair care wipes market estimates and forecast for online channel, 2016 - 2027 (USD Thousand)
4. Global facial hair care wipes market estimates and forecast for offline channel, 2016 - 2027 (USD Thousand)
5. North America facial hair care wipes market estimates and forecast, 2016 - 2027 (USD Thousand)
6. North America facial hair care wipes market revenue estimates and forecast by distribution channel, 2016 - 2027 (USD Thousand)
7. U.S. facial hair care wipes market estimates and forecast, 2016 - 2027 (USD Thousand)
8. U.S. facial hair care wipes market revenue estimates and forecast by distribution channel, 2016 - 2027 (USD Thousand)
9. Europe facial hair care wipes market estimates and forecast, 2016 - 2027 (USD Thousand)
10. Europe facial hair care wipes market revenue estimates and forecast by distribution channel, 2016 - 2027 (USD Thousand)
11. Germany facial hair care wipes market estimates and forecast, 2016 - 2027 (USD Thousand)
12. Germany facial hair care wipes market revenue estimates and forecast by distribution channel, 2016 - 2027 (USD Thousand)
13. U.K. facial hair care wipes market estimates and forecast, 2016 - 2027 (USD Thousand)
14. U.K. facial hair care wipes market revenue estimates and forecast by distribution channel, 2016 - 2027 (USD Thousand)
15. APAC facial hair care wipes market estimates and forecast, 2016 - 2027 (USD Thousand)
16. APAC facial hair care wipes market revenue estimates and forecast by distribution channel, 2016 - 2027 (USD Thousand)
17. India facial hair care wipes market estimates and forecast, 2016 - 2027 (USD Thousand)
18. India facial hair care wipes market revenue estimates and forecast by distribution channel, 2016 - 2027 (USD Thousand)
19. China facial hair care wipes market estimates and forecast, 2016 - 2027 (USD

Thousand)

20. China facial hair care wipes market revenue estimates and forecast by distribution channel, 2016 - 2027 (USD Thousand)

21. CSA facial hair care wipes market estimates and forecast, 2016 - 2027 (USD Thousand)

22. CSA facial hair care wipes market revenue estimates and forecast by distribution channel, 2016 - 2027 (USD Thousand)

23. Brazil facial hair care wipes market estimates and forecast, 2016 - 2027 (USD Thousand)

24. Brazil facial hair care wipes market revenue estimates and forecast by Distribution channel, 2016 - 2027 (USD Thousand)

25. MEA facial hair care wipes market estimates and forecast, 2016 - 2027 (USD Thousand)

26. MEA facial hair care wipes market revenue estimates and forecast by distribution channel, 2016 - 2027 (USD Thousand)

27. Vendor landscape

List Of Figures

LIST OF FIGURES

1. Facial hair care wipes market snapshot
2. Facial hair care wipes market segmentation & scope
3. Facial hair care wipes market penetration & growth prospect mapping
4. Facial hair care wipes value chain analysis
5. Facial hair care wipes market dynamics
6. Facial hair care wipes market Porter's analysis
7. Facial hair care wipes market: Distribution channel movement analysis
8. Facial hair care wipes market: Regional movement analysis

I would like to order

Product name: Facial Hair Care Wipes Market Size, Share & Trends Analysis Report By Distribution Channel (Online Channel, Offline Channel), By Region (North America, Europe, APAC, CSA, MEA), And Segment Forecasts, 2020 - 2027

Product link: <https://marketpublishers.com/r/F6080A1B11EFEN.html>

Price: US\$ 3,950.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/F6080A1B11EFEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below

and fax the completed form to +44 20 7900 3970