

ASIA PACIFIC MALE GROOMING PRODUCT MARKET FORECAST 2017-2026

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Abstracts

KEY FINDINGS

The Asia-Pacific male grooming product market has captured the interest of many international market players. This is the reason why the market, which stood at mere \$8314 million in 2016, is likely to collect nearly \$11682 million by the end of the forecast period of 2017-2026. A CAGR rise of 3.43% is expected from this region over the course of the estimated forecast years.

MARKET INSIGHTS

Several product innovations and growing awareness about male grooming are the key factors driving the market. All-In-One trimmers, which are multifunctional and cost-efficient are fast gaining popularity in this emerging market. The Japan male grooming product market dominated the APAC region in 2016. However, rest of Asia-Pacific market which includes regions like Indonesia, Iran, Jordan, Maldives, etc. is expected to contribute to the highest CAGR by the end of 2026.

COMPETITIVE INSIGHTS

The prominent male grooming product companies in this market are Gillette, Shiseido, Mary Kay, Unilever, The Estée Lauder Companies Inc, L'occitane International S.A, Coty Inc, L'oreal Group, Kao Corporation, Revlon, Avon, Procter and Gamble, Sally Beauty Holdings Inc, Panasonic, and LVMH Moët Hennessy Louis Vuitton.

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