

# EUROPE MALE GROOMING PRODUCT MARKET FORECAST 2017-2026

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## Abstracts

### KEY FINDINGS

The Europe male grooming product market which stood at \$ 15723 million in 2016, is expected grow at a CAGR of 1.13% over the forecast period of 2017-2026. By the end of 2026, the market is predicted to be worth \$17550 million.

### MARKET INSIGHTS

The European region is a highly advanced market for male grooming products. Parts of Western Europe are especially developed and mainly cater to the male grooming product market. This is because of the high per capita income of its people and the presence of several private labels in the region. An increase in the spending power of millennials is a significant factor which is augmenting the demand for the market. Male consumers are increasingly looking out for fashion forwards and niche skin care solutions. Rest of Europe which comprises of countries like Belgium, Poland, and Austria accounted for the highest market share in 2016. However, it is the France male grooming product market that is slated to expand with the highest CAGR over the projected forecast years.

### COMPETITIVE INSIGHTS

Few of the renowned market companies in this region are Coty Inc, Procter and Gamble, Beiersdorf Ag, L'occitane International S.A, Revlon, L'oreal Group, The Estée Lauder Companies Inc, LVMH Moët Hennessy Louis Vuitton SA, Gillette, Avon, Panasonic, Unilever, Sally Beauty Holdings Inc, and Mary Kay.



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