

GLOBAL MALE GROOMING PRODUCT MARKET FORECAST 2017-2026

<https://marketpublishers.com/r/GDD2FC5B796EN.html>

Date: December 2017

Pages: 130

Price: US\$ 2,500.00 (Single User License)

ID: GDD2FC5B796EN

Abstracts

KEY FINDINGS

The global market for male grooming product was at \$ 47582 million in the year 2016. However, because of several promotive factors like aggressive strategies for marketing of grooming products, changing gender stereotypes and rising awareness and demand of these products from emerging markets, the global male grooming product market is expected to witness a CAGR growth of 2.61% between the forecast years of 2017-2026. This growth is likely to increase the market value up to \$61567 million by the end of 2026.

MARKET INSIGHTS

The market for global male grooming products is segmented on the basis of its distribution channel. The distribution channels are further sub-divided into internet retailing, hypermarkets/supermarkets, chemists and beauty specialists retailers and others. Some of the emerging trends that have been observed in this market include a boom in the e-commerce sector, growing demand for male grooming products, brand loyalty and rise of metrosexual and ubersexual male population.

REGIONAL INSIGHTS

North America, Europe, Asia-Pacific and rest of the world are the geographical segments of the global male grooming product market. The Asia-Pacific region is expected to exhibit the highest growth in terms of CAGR during the forecast period. The Chinese market is considered to be a major hub for the male grooming product market due to the availability of minimum rate raw material and cheap labor. However, by the

end of 2026, the European region is expected to hold a dominant share of the global market, with countries like UK, Italy, Spain, and France being its significant contributors.

COMPETITIVE INSIGHTS

Several global brands like Avon, The Estée Lauder Companies Inc, Unilever L'oreal Group, Gillette and Procter and Gamble, are increasingly engaged in this market. The other prominent companies include LVMH Moët Hennessy Louis Vuitton SA, Beiersdorf Ag, Revlon, Kao Corporation, Panasonic, Sally Beauty Holdings Inc, Coty Inc, Mary Kay, Shiseido, and L'occitane International S.A.

Contents

1. RESEARCH SCOPE

- 1.1. STUDY GOALS
- 1.2. SCOPE OF THE MARKET STUDY
- 1.3. WHO WILL FIND THIS REPORT USEFUL?
- 1.4. STUDY AND FORECASTING YEARS

2. RESEARCH METHODOLOGY

- 2.1. SOURCES OF DATA
 - 2.1.1. SECONDARY DATA
 - 2.1.2. PRIMARY DATA
- 2.2. TOP DOWN APPROACH
- 2.3. BOTTOM-UP APPROACH
- 2.4. DATA TRIANGULATION

3. EXECUTIVE SUMMARY

- 3.1. MARKET SUMMARY
- 3.2. KEY FINDINGS
 - 3.2.1. EUROPE HOLDS THE LARGEST MARKET SHARE
 - 3.2.2. INTERNET RETAILING IS ANTICIPATED TO GROW SIGNIFICANTLY

4. MARKET DETERMINANTS

- 4.1. MARKET DRIVERS
 - 4.1.1. PRODUCT LAUNCHES AND AGGRESSIVE MARKETING BY TOP BRANDS
 - 4.1.2. GROWTH IN EMERGING MARKETS
 - 4.1.3. CHANGE IN GENDER STEREOTYPES
 - 4.1.4. GROWING DEMAND FOR STYLING AND GROOMING PRODUCTS
 - 4.1.5. AWARENESS OF GROOMING AMONG MEN
- 4.2. MARKET RESTRAINTS
 - 4.2.1. THREAT FROM THE NON-ELECTRIC GROOMING PRODUCTS SEGMENT
 - 4.2.2. THREAT FROM COUNTERFEIT PRODUCTS
- 4.3. MARKET OPPORTUNITIES
 - 4.3.1. PRODUCT INNOVATION
- 4.4. MARKET CHALLENGES

- 4.4.1. HETEROGENEOUS GROOMING HABITS
- 4.4.2. CURRENCY AND FOREIGN EXCHANGE INSTABILITY
- 4.4.3. STRINGENT PRODUCT REGULATIONS

5. MARKET SEGMENTATION

- 5.1. MARKET BY DISTRIBUTION CHANNEL
 - 5.1.1. SUPERMARKETS/ HYPERMARKETS
 - 5.1.2. CHEMIST AND HEALTH AND BEAUTY SPECIALIST RETAILERS
 - 5.1.3. INTERNET RETAILING
 - 5.1.4. OTHER RETAILERS

6. KEY ANALYTICS

- 6.1. PORTER'S FIVE FORCES ANALYSIS
 - 6.1.1. THREAT OF NEW ENTRANTS
 - 6.1.2. THREAT OF SUBSTITUTES
 - 6.1.3. BARGAINING POWER OF BUYERS
 - 6.1.4. BARGAINING POWER OF SUPPLIERS
 - 6.1.5. THREAT OF RIVALRY
- 6.2. MARKET TRENDS
 - 6.2.1. GROWTH OF E-COMMERCE
 - 6.2.2. METROSEXUAL AND UBERSEXUAL MEN
 - 6.2.3. PRODUCT INNOVATIONS
 - 6.2.4. RISE IN DEMAND FOR PREMIUM PRODUCTS
 - 6.2.5. BRAND LOYALTY AMONG MALE CONSUMERS
- 6.3. OPPORTUNITY MATRIX

7. GEOGRAPHICAL ANALYSIS

- 7.1. NORTH AMERICA
 - 7.1.1. UNITED STATES
 - 7.1.1.1. UNITED STATES MARKET BY PRODUCTS
 - 7.1.1.2. MARKET SHARE ANALYSIS
 - 7.1.2. CANADA
 - 7.1.2.1. CANADA MARKET BY PRODUCTS
 - 7.1.2.2. MARKET SHARE ANALYSIS
- 7.2. EUROPE
 - 7.2.1. FRANCE

- 7.2.1.1. FRANCE MARKET BY PRODUCTS
- 7.2.1.2. MARKET SHARE ANALYSIS
- 7.2.2. GERMANY
 - 7.2.2.1. GERMANY MARKET BY PRODUCTS
 - 7.2.2.2. MARKET SHARE ANALYSIS
- 7.2.3. ITALY
 - 7.2.3.1. ITALY MARKET BY PRODUCTS
 - 7.2.3.2. MARKET SHARE ANALYSIS
- 7.2.4. SPAIN
 - 7.2.4.1. SPAIN MARKET BY PRODUCTS
 - 7.2.4.2. MARKET SHARE ANALYSIS
- 7.2.5. SWEDEN
 - 7.2.5.1. SWEDEN MARKET BY PRODUCTS
 - 7.2.5.2. MARKET SHARE ANALYSIS
- 7.2.6. UNITED KINGDOM
 - 7.2.6.1. UNITED KINGDOM MARKET BY PRODUCTS
 - 7.2.6.2. MARKET SHARE ANALYSIS
- 7.2.7. REST OF EUROPE
- 7.3. ASIA PACIFIC
 - 7.3.1. CHINA
 - 7.3.1.1. CHINA MARKET BY PRODUCTS
 - 7.3.1.2. MARKET SHARE ANALYSIS
 - 7.3.2. INDIA
 - 7.3.2.1. INDIA MARKET BY PRODUCTS
 - 7.3.2.2. MARKET SHARE ANALYSIS
 - 7.3.3. JAPAN
 - 7.3.3.1. JAPAN MARKET BY PRODUCTS
 - 7.3.3.2. MARKET SHARE ANALYSIS
 - 7.3.4. SOUTH KOREA
 - 7.3.4.1. SOUTH KOREA MARKET BY PRODUCTS
 - 7.3.4.2. MARKET SHARE ANALYSIS
 - 7.3.5. TAIWAN
 - 7.3.5.1. TAIWAN MARKET BY PRODUCTS
 - 7.3.5.2. MARKET SHARE ANALYSIS
 - 7.3.6. AUSTRALIA
 - 7.3.6.1. AUSTRALIA MARKET BY PRODUCTS
 - 7.3.6.2. MARKET SHARE ANALYSIS
 - 7.3.7. REST OF APAC
- 7.4. REST OF THE WORLD

7.4.1. LATIN AMERICA

7.4.1.1. LATIN AMERICA MARKET BY PRODUCTS

7.4.1.2. MARKET SHARE ANALYSIS

7.4.2. MIDDLE EAST AND AFRICA

7.4.2.1. MIDDLE EAST AND AFRICA MARKET BY PRODUCTS

7.4.2.2. MARKET SHARE ANALYSIS

8. COMPANY PROFILE

8.1. MARKET SHARE ANALYSIS

8.2. STRATEGIC ALLIANCES

8.3. RECENT MERGERS & ACQUISITIONS

8.4. COMPANY PROFILES

8.4.1. AVON

8.4.1.1. COMPANY OVERVIEW

8.4.1.2. PRODUCTS AND SERVICES

8.4.1.3. SWOT ANALYSIS

8.4.1.4. STRATEGIC INITIATIVES

8.4.2. BEIERSDORF AG

8.4.2.1. COMPANY OVERVIEW

8.4.2.2. PRODUCTS AND SERVICES

8.4.2.3. SWOT ANALYSIS

8.4.2.4. STRATEGIC INITIATIVES

8.4.3. COTY INC.

8.4.3.1. COMPANY OVERVIEW

8.4.3.2. PRODUCTS AND SERVICES

8.4.3.3. SWOT ANALYSIS

8.4.3.4. STRATEGIC INITIATIVES

8.4.4. GILLETTE

8.4.4.1. COMPANY OVERVIEW

8.4.4.2. PRODUCTS AND SERVICES

8.4.5. KAO CORPORATION

8.4.5.1. COMPANY OVERVIEW

8.4.5.2. PRODUCTS AND SERVICES

8.4.5.3. SWOT ANALYSIS

8.4.5.4. STRATEGIC INITIATIVES

8.4.6. LVMH MOET HENNESSY LOUIS VUITTON SA

8.4.6.1. COMPANY OVERVIEW

8.4.6.2. PRODUCTS & SERVICES

- 8.4.6.3. SWOT ANALYSIS
- 8.4.6.4. STRATEGIC INITIATIVES
- 8.4.7. L'OCCITANE INTERNATIONAL S.A.
 - 8.4.7.1. COMPANY OVERVIEW
 - 8.4.7.2. PRODUCTS & SERVICES
 - 8.4.7.3. SWOT ANALYSIS
 - 8.4.7.4. STRATEGIC INITIATIVES
- 8.4.8. L'OREAL GROUP
 - 8.4.8.1. COMPANY OVERVIEW
 - 8.4.8.2. PRODUCTS AND SERVICES
 - 8.4.8.3. SWOT ANALYSIS
 - 8.4.8.4. STRATEGIC INITIATIVES
- 8.4.9. MARY KAY
 - 8.4.9.1. COMPANY OVERVIEW
 - 8.4.9.2. PRODUCTS AND SERVICES
 - 8.4.9.3. SWOT ANALYSIS
 - 8.4.9.4. STRATEGIC INITIATIVES
- 8.4.10. PANASONIC
 - 8.4.10.1. COMPANY OVERVIEW
 - 8.4.10.2. PRODUCTS AND SERVICES
 - 8.4.10.3. STRATEGIC INITIATIVES
- 8.4.11. PROCTER AND GAMBLE
 - 8.4.11.1. COMPANY OVERVIEW
 - 8.4.11.2. PRODUCTS AND SERVICES
 - 8.4.11.3. SWOT ANALYSIS
 - 8.4.11.4. STRATEGIC INITIATIVES
- 8.4.12. REVLON
 - 8.4.12.1. COMPANY OVERVIEW
 - 8.4.12.2. PRODUCTS AND SERVICES
 - 8.4.12.3. SWOT ANALYSIS
 - 8.4.12.4. STRATEGIC INITIATIVES
- 8.4.13. SALLY BEAUTY HOLDINGS, INC.
 - 8.4.13.1. COMPANY OVERVIEW
 - 8.4.13.2. PRODUCTS AND SERVICES
 - 8.4.13.3. SWOT ANALYSIS
 - 8.4.13.4. STRATEGIC INITIATIVES
- 8.4.14. SHISEIDO
 - 8.4.14.1. COMPANY OVERVIEW
 - 8.4.14.2. PRODUCTS AND SERVICES

8.4.14.3. SWOT ANALYSIS

8.4.14.4. STRATEGIC INITIATIVES

8.4.15. THE ESTÉE LAUDER COMPANIES INC.

8.4.15.1. COMPANY OVERVIEW

8.4.15.2. PRODUCTS AND SERVICES

8.4.15.3. SWOT ANALYSIS

8.4.15.4. STRATEGIC INITIATIVES

8.4.16. UNILEVER

8.4.16.1. COMPANY OVERVIEW

8.4.16.2. PRODUCTS AND SERVICES

8.4.16.3. SWOT ANALYSIS

8.4.16.4. STRATEGIC INITIATIVES

TABLE LIST

TABLE # 1 GLOBAL MALE GROOMING PRODUCT MARKET BY GEOGRAPHY
2017-2026 (\$ MILLION)

TABLE # 2 GLOBAL MALE GROOMING MARKET, BY DISTRIBUTION CHANNEL
2017-2026 (\$ MILLION)

TABLE # 3 GLOBAL MALE GROOMING MARKET, BY GEOGRAPHY 2017-2026 (\$
MILLION)

TABLE # 4 NORTH AMERICA MALE GROOMING PRODUCT MARKET 2017-2026 (\$
MILLION)

TABLE # 5 NORTH AMERICA MALE GROOMING MARKET, BY DISTRIBUTION
CHANNEL 2017-2026 (\$ MILLION)

TABLE # 6 UNITED STATES MALE GROOMING PRODUCT MARKET BY
PRODUCTS 2017-2026 (\$ MILLION)

TABLE # 7 CANADA MALE GROOMING PRODUCT MARKET BY PRODUCTS
2017-2026 (\$ MILLION)

TABLE # 8 EUROPE MALE GROOMING PRODUCT MARKET 2017-2026 (\$ MILLION)

TABLE # 9 EUROPE MALE GROOMING MARKET, BY DISTRIBUTION CHANNEL
2017-2026 (\$ MILLION)

TABLE # 10 FRANCE MALE GROOMING PRODUCT MARKET BY PRODUCTS
2017-2026 (\$ MILLION)

TABLE # 11 GERMANY MALE GROOMING PRODUCT MARKET BY PRODUCTS
2017-2026 (\$ MILLION)

TABLE # 12 ITALY MALE GROOMING PRODUCT MARKET BY PRODUCTS
2017-2026 (\$ MILLION)

TABLE # 13 SPAIN MALE GROOMING PRODUCT MARKET BY PRODUCTS
2017-2026 (\$ MILLION)

TABLE # 14 SWEDEN MALE GROOMING PRODUCT MARKET BY PRODUCTS

2017-2026 (\$ MILLION)

TABLE # 15 UNITED KINGDOM MALE GROOMING PRODUCT MARKET BY PRODUCTS 2017-2026 (\$ MILLION)

TABLE # 16 ASIA PACIFIC MALE GROOMING PRODUCT MARKET 2017-2026 (\$ MILLION)

TABLE # 17 ASIA PACIFIC MALE GROOMING MARKET, BY DISTRIBUTION CHANNEL 2017-2026 (\$ MILLION)

TABLE # 18 CHINA MALE GROOMING PRODUCT MARKET BY PRODUCTS 2017-2026 (\$ MILLION)

TABLE # 19 INDIA MALE GROOMING PRODUCT MARKET BY PRODUCTS 2017-2026 (\$ MILLION)

TABLE # 20 JAPAN MALE GROOMING PRODUCT MARKET BY PRODUCTS 2017-2026 (\$ MILLION)

TABLE # 21 SOUTH KOREA MALE GROOMING PRODUCT MARKET BY PRODUCTS 2017-2026 (\$ MILLION)

TABLE # 22 TAIWAN MALE GROOMING PRODUCT MARKET BY PRODUCTS 2017-2026 (\$ MILLION)

TABLE # 23 AUSTRALIA MALE GROOMING PRODUCT MARKET BY PRODUCTS 2017-2026 (\$ MILLION)

TABLE # 24 REST OF WORLD MALE GROOMING PRODUCT MARKET 2017-2026 (\$ MILLION)

TABLE # 25 REST OF WORLD MALE GROOMING MARKET, BY DISTRIBUTION CHANNEL 2017-2026 (\$ MILLION)

TABLE # 26 LATIN AMERICA MALE GROOMING PRODUCT MARKET BY PRODUCTS 2017-2026 (\$ MILLION)

TABLE # 27 MIDDLE EAST AND AFRICA MALE GROOMING PRODUCT MARKET BY PRODUCTS 2017-2026 (\$ MILLION)

TABLE # 28 SOME OF THE MAJOR BRANDS IN COSMETICS AND MAKEUP MARKET

FIGURE LIST

FIGURE # 1 GLOBAL MALE GROOMING PRODUCT MARKET BY GEOGRAPHY 2017-2026 (\$ MILLION)

FIGURE # 2 GLOBAL MALE GROOMING MARKET, BY DISTRIBUTION CHANNEL 2017-2026 (\$ MILLION)

FIGURE # 3 GLOBAL MALE GROOMING PRODUCT MARKET IN SUPERMARKETS/ HYPERMARKETS 2017-2026 (\$ MILLION)

FIGURE # 4 GLOBAL MALE GROOMING PRODUCT MARKET IN CHEMIST AND HEALTH AND BEAUTY SPECIALIST RETAILERS 2017-2026 (\$ MILLION)

FIGURE # 5 GLOBAL MALE GROOMING PRODUCT MARKET IN INTERNET

RETAILING 2017-2026 (\$ MILLION)

FIGURE # 6 GLOBAL MALE GROOMING PRODUCT MARKET IN OTHER
RETAILERS 2017-2026 (\$ MILLION)

FIGURE # 7 GLOBAL MALE GROOMING MARKET, BY GEOGRAPHY 2017-2026 (\$
MILLION)

FIGURE # 8 NORTH AMERICA MALE GROOMING PRODUCT MARKET 2017-2026 (\$
MILLION)

FIGURE # 9 UNITED STATES MALE GROOMING PRODUCT MARKET 2017-2026 (\$
MILLION)

FIGURE # 10 UNITED STATES MARKET SHARE ANALYSIS 2015 & 2016 (%)

FIGURE # 11 CANADA MALE GROOMING PRODUCT MARKET 2017-2026 (\$
MILLION)

FIGURE # 12 CANADA MARKET SHARE ANALYSIS 2015 & 2016 (%)

FIGURE # 13 EUROPE MALE GROOMING PRODUCT MARKET 2017-2026 (\$
MILLION)

FIGURE # 14 FRANCE MALE GROOMING PRODUCT MARKET 2017-2026 (\$
MILLION)

FIGURE # 15 FRANCE MARKET SHARE ANALYSIS 2015 & 2016 (%)

FIGURE # 16 GERMANY MALE GROOMING PRODUCT MARKET 2017-2026 (\$
MILLION)

FIGURE # 17 GERMANY MARKET SHARE ANALYSIS 2015 & 2016 (%)

FIGURE # 18 ITALY MALE GROOMING PRODUCT MARKET 2017-2026 (\$ MILLION)

FIGURE # 19 ITALY MARKET SHARE ANALYSIS 2015 & 2016 (%)

FIGURE # 20 SPAIN MALE GROOMING PRODUCT MARKET 2017-2026 (\$ MILLION)

FIGURE # 21 SPAIN MARKET SHARE ANALYSIS 2015 & 2016 (%)

FIGURE # 22 SWEDEN MALE GROOMING PRODUCT MARKET 2017-2026 (\$
MILLION)

FIGURE # 23 SWEDEN MARKET SHARE ANALYSIS 2015 & 2016 (%)

FIGURE # 24 UNITED KINGDOM MALE GROOMING PRODUCT MARKET 2017-2026
(\$ MILLION)

FIGURE # 25 UNITED KINGDOM MARKET SHARE ANALYSIS 2015 & 2016 (%)

FIGURE # 26 REST OF EUROPE MALE GROOMING PRODUCT MARKET 2017-2026
(\$ MILLION)

FIGURE # 27 ASIA PACIFIC MALE GROOMING PRODUCT MARKET 2017-2026 (\$
MILLION)

FIGURE # 28 CHINA MALE GROOMING PRODUCT MARKET 2017-2026 (\$ MILLION)

FIGURE # 29 CHINA MARKET SHARE ANALYSIS 2015 & 2016 (%)

FIGURE # 30 INDIA MALE GROOMING PRODUCT MARKET 2017-2026 (\$ MILLION)

FIGURE # 31 INDIA MARKET SHARE ANALYSIS 2015 & 2016 (%)

FIGURE # 32 JAPAN MALE GROOMING PRODUCT MARKET 2017-2026 (\$ MILLION)

FIGURE # 33 JAPAN MARKET SHARE ANALYSIS 2015 & 2016 (%)

FIGURE # 34 SOUTH KOREA MALE GROOMING PRODUCT MARKET 2017-2026 (\$ MILLION)

FIGURE # 35 SOUTH KOREA MARKET SHARE ANALYSIS 2015 & 2016 (%)

FIGURE # 36 TAIWAN MALE GROOMING PRODUCT MARKET 2017-2026 (\$ MILLION)

FIGURE # 37 TAIWAN MARKET SHARE ANALYSIS 2015 & 2016 (%)

FIGURE # 38 AUSTRALIA MALE GROOMING PRODUCT MARKET 2017-2026 (\$ MILLION)

FIGURE # 39 AUSTRALIA MARKET SHARE ANALYSIS 2015 & 2016 (%)

FIGURE # 40 REST OF APAC MALE GROOMING PRODUCT MARKET 2017-2026 (\$ MILLION)

FIGURE # 41 REST OF WORLD MALE GROOMING PRODUCT MARKET 2017-2026 (\$ MILLION)

FIGURE # 42 LATIN AMERICA MALE GROOMING PRODUCT MARKET 2017-2026 (\$ MILLION)

FIGURE # 43 LATIN AMERICA MARKET SHARE ANALYSIS 2015 & 2016 (%)

FIGURE # 44 MIDDLE EAST AND AFRICA MALE GROOMING PRODUCT MARKET 2017-2026 (\$ MILLION)

FIGURE # 45 MIDDLE EAST AND AFRICA MARKET SHARE ANALYSIS 2015 & 2016 (%)

FIGURE # 46 MARKET SHARE FOR COSMETICS/MAKEUP PRODUCTS

COMPANIES MENTIONED

1. AVON
2. BEIERSDORF AG
3. COTY INC.
4. GILLETTE
5. KAO CORPORATION
6. LVMH MOET HENNESSY LOUIS VUITTON SA
7. L'OCCITANE INTERNATIONAL S.A.
8. L'OREAL GROUP
9. MARY KAY
10. PANASONIC
11. PROCTER AND GAMBLE
12. REVLON

13. SALLY BEAUTY HOLDINGS, INC.
14. SHISEIDO
15. THE ESTÉE LAUDER COMPANIES INC.
16. UNILEVER

I would like to order

Product name: GLOBAL MALE GROOMING PRODUCT MARKET FORECAST 2017-2026

Product link: <https://marketpublishers.com/r/GDD2FC5B796EN.html>

Price: US\$ 2,500.00 (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/GDD2FC5B796EN.html>