

NORTH AMERICA MALE GROOMING PRODUCT MARKET FORECAST 2017-2026

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Abstracts

KEY FINDINGS

The North America male grooming product market is slated to exhibit an increase in its revenue- from \$9783 million in 2016 to \$11684 million by the end of 2026, projecting an estimated 1.76%.CAGR over the forecast period of 2017-2026.

MARKET INSIGHTS

The North American region is increasingly being influenced by the changing norms of male grooming. The region is witnessing a massive demand for male grooming products across all categories, including electric shavers, facial hair trimmers, nose and ear hair trimmers, and body groomers. The U.S market contributed to the highest revenue for this region and is expected to lead the North American market throughout the forecast period. The Canadian market is not far behind and is, in fact, home to some of the major market companies. Retailers in this region are strategizing to create new male-specific sections in stores to increase the demand for the market.

COMPETITIVE INSIGHTS

Leading companies in the North American male grooming product market are Mary Kay, Procter And Gamble, Avon, Unilever L'oreal Group, L'occitane International S.A, Sally Beauty Holdings Inc, Panasonic, Kao Corporation, The Estée Lauder Companies Inc, Gillette, LVMH Moet Hennessy Louis Vuitton SA, Beiersdorf Ag, Shiseido,And Revlon.

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