

# LAMEA Beard Oil Market (2019-2025)

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## Abstracts

The LAMEA Beard Oil Market would witness market growth of 7.7% CAGR during the forecast period (2019-2025). Constant lifestyles changes have resulted in the growing demand for personal care product. People are more concerned about their overall appearance from clothing to looks. The growing population and growing income level of middle and upper-class consumers are increasing the demand for men personal care products. Consumers are willing to spend more of their disposable income on purchasing personal care products. Hence, a rise in spending on personal care products would ultimately grow the men personal care market.

In 2018, the conventional product category was the market leader for beard oil. Conventional beard oil manufacturers have developed a strong supply chain with offline shops, and have benefits that create an in-depth penetration. These are less expensive than organic products. Between 2019 and 2025 the segment of organic products is anticipated to see the highest growth.

There is a common misunderstanding that beard oil should be used only where beard exists. People with less facial hair who are planning to grow a beard, should not wait before using beard oil, for their facial hair to grow. The right beard oil also makes it a great moisturizer so that the potential beard hair that grows under the skin can be nourished to grow stronger, stay hydrated, and healthier. To grow a good beard, men are recommended to apply the oil daily and repeatedly. Its application also depends on the climate, environment, and daily routine of the person.

Organic products have a minimum negative effect, including natural essential oils, like jojoba, argan, grape seed, almond, eucalyptus, tea tree, pinewood, fir needle, cedar, and sandalwood. These components have outstanding advantages. Eucalyptus, for example, has antibacterial, antiviral and anti-inflammatory characteristics. The oil from Tea Tree moisturizes the skin, keeping the hair soft and shiny.

The report highlights the adoption of Beard Oil in LAMEA. Based on Type, the market is segmented into Organic and Conventional. Based on Distribution Channel, the market is segmented into Hypermarkets & Supermarkets, Convenience Stores and Online. The report also covers geographical segmentation of Beard Oil market. The countries included in the report are Brazil, Argentina, UAE, Saudi Arabia, South Africa, Nigeria and Rest of LAMEA.

Key market participants profiled in the report includes Bossman Brands, Leven Rose, Hindustan Unilever Limited (HUL) (Unilever) Inc., The American Beard Company, Artnaturals, Brickell Men's Products, The Gentleman, Honest Amish, Viking Revolution and Mountaineer Brand.

Scope of the Study

Market Segmentation:

Market Segmentation

By Type

Organic

Conventional

By Distribution Channel

Hypermarkets & Supermarkets

Convenience Stores

Online

By Country

Brazil

Argentina

UAE

Saudi Arabia

South Africa

Nigeria

Rest of LAMEA

Companies Profiled:

Bossman Brands

Leven Rose

Hindustan Unilever Limited (HUL) (Unilever) Inc.

The American Beard Company

Artnaturals

Brickell Men's Products

The Gentleman

Honest Amish

Viking Revolution and

Mountaineer Brand

## Contents

### **CHAPTER 1. MARKET SCOPE & METHODOLOGY**

- 1.1 Market Definition
- 1.2 Objectives
- 1.3 Market Scope
- 1.4 Segmentation
  - 1.4.1 c Beard Oil Market, by Type
  - 1.4.2 LAMEA Beard Oil Market, by Distribution Channel
  - 1.4.3 LAMEA Beard Oil Market, by Country
- 1.5 Methodology for the research

### **CHAPTER 2. MARKET OVERVIEW**

- 2.1 Introduction
  - 2.1.1 Overview
- 2.2 Key Factors Impacting the Market
  - 2.2.1 Market Drivers
  - 2.2.2 Market Restraints

### **CHAPTER 3. LAMEA BEARD OIL MARKET BY DISTRIBUTION CHANNELS**

- 3.1 LAMEA Hypermarkets and Supermarkets Market by Country
- 3.2 LAMEA Convenience Stores Market by Country
- 3.3 LAMEA Online Market by Country

### **CHAPTER 4. LAMEA BEARD OIL MARKET BY TYPE**

- 4.1 LAMEA Organic Market by Country
- 4.2 LAMEA Conventional Market by Country

### **CHAPTER 5. LAMEA BEARD OIL MARKET BY COUNTRY**

- 5.1 Brazil Beard Oil Market
  - 5.1.1 Brazil Beard Oil Market by Distribution Channels
  - 5.1.2 Brazil Beard Oil Market by Type
- 5.2 Argentina Beard Oil Market
  - 5.2.1 Argentina Beard Oil Market by Distribution Channels

- 5.2.2 Argentina Beard Oil Market by Type
- 5.3 UAE Beard Oil Market
  - 5.3.1 UAE Beard Oil Market by Distribution Channels
  - 5.3.2 UAE Beard Oil Market by Type
- 5.4 Saudi Arabia Beard Oil Market
  - 5.4.1 Saudi Arabia Beard Oil Market by Distribution Channels
  - 5.4.2 Saudi Arabia Beard Oil Market by Type
- 5.5 South Africa Beard Oil Market
  - 5.5.1 South Africa Beard Oil Market by Distribution Channels
  - 5.5.2 South Africa Beard Oil Market by Type
- 5.6 Nigeria Beard Oil Market
  - 5.6.1 Nigeria Beard Oil Market by Distribution Channels
  - 5.6.2 Nigeria Beard Oil Market by Type
- 5.7 Rest of LAMEA Beard Oil Market
  - 5.7.1 Rest of LAMEA Beard Oil Market by Distribution Channels
  - 5.7.2 Rest of LAMEA Beard Oil Market by Type

## **CHAPTER 6. COMPANY PROFILES**

- 6.1 Bossman Brands
  - 6.1.1 Company Overview
- 6.2 Leven Rose
  - 6.2.1 Company Overview
- 6.3 Hindustan Unilever Limited (HUL) (Unilever)
  - 6.3.1 Company Overview
  - 6.3.1 Financial Analysis
  - 6.3.2 Regional & Segmental Analysis
  - 6.3.3 Research & Development Expenses
  - 6.3.4 Recent strategies and developments:
    - 6.3.4.1 Collaborations, partnerships and agreements:
- 6.4 The American Beard Company
  - 6.4.1 Company Overview
- 6.5 Artnaturals
  - 6.5.1 Company Overview
- 6.6 Brickell Men's Products
  - 6.6.1 Company Overview
- 6.7 The Gentleman
  - 6.7.1 Company Overview
- 6.8 Honest Amish

- 6.8.1 Company Overview
- 6.9 Viking Revolution
  - 6.9.1 Company Overview
- 6.1 Mountaineer Brand
  - 6.10.1 Company Overview

## List Of Tables

### LIST OF TABLES

TABLE 1 LAMEA BEARD OIL MARKET, 2015 - 2018, USD MILLION

TABLE 2 LAMEA BEARD OIL MARKET, 2019 - 2025, USD MILLION

TABLE 3 LAMEA BEARD OIL MARKET BY DISTRIBUTION CHANNELS, 2015 - 2018, USD MILLION

TABLE 4 LAMEA BEARD OIL MARKET BY DISTRIBUTION CHANNELS, 2019 - 2025, USD MILLION

TABLE 5 LAMEA HYPERMARKETS AND SUPERMARKETS MARKET BY COUNTRY, 2015 - 2018, USD MILLION

TABLE 6 LAMEA HYPERMARKETS AND SUPERMARKETS MARKET BY COUNTRY, 2019 - 2025, USD MILLION

TABLE 7 LAMEA CONVENIENCE STORES MARKET BY COUNTRY, 2015 - 2018, USD MILLION

TABLE 8 LAMEA CONVENIENCE STORES MARKET BY COUNTRY, 2019 - 2025, USD MILLION

TABLE 9 LAMEA ONLINE MARKET BY COUNTRY, 2015 - 2018, USD MILLION

TABLE 10 LAMEA ONLINE MARKET BY COUNTRY, 2019 - 2025, USD MILLION

TABLE 11 LAMEA BEARD OIL MARKET BY TYPE, 2015 - 2018, USD MILLION

TABLE 12 LAMEA BEARD OIL MARKET BY TYPE, 2019 - 2025, USD MILLION

TABLE 13 LAMEA ORGANIC MARKET BY COUNTRY, 2015 - 2018, USD MILLION

TABLE 14 LAMEA ORGANIC MARKET BY COUNTRY, 2019 - 2025, USD MILLION

TABLE 15 LAMEA CONVENTIONAL MARKET BY COUNTRY, 2015 - 2018, USD MILLION

TABLE 16 LAMEA CONVENTIONAL MARKET BY COUNTRY, 2019 - 2025, USD MILLION

TABLE 17 LAMEA BEARD OIL MARKET BY COUNTRY, 2015 - 2018, USD MILLION

TABLE 18 LAMEA BEARD OIL MARKET BY COUNTRY, 2019 - 2025, USD MILLION

TABLE 19 BRAZIL BEARD OIL MARKET, 2015 - 2018, USD MILLION

TABLE 20 BRAZIL BEARD OIL MARKET, 2019 - 2025, USD MILLION

TABLE 21 BRAZIL BEARD OIL MARKET BY DISTRIBUTION CHANNELS, 2015 - 2018, USD MILLION

TABLE 22 BRAZIL BEARD OIL MARKET BY DISTRIBUTION CHANNELS, 2019 - 2025, USD MILLION

TABLE 23 BRAZIL BEARD OIL MARKET BY TYPE, 2015 - 2018, USD MILLION

TABLE 24 BRAZIL BEARD OIL MARKET BY TYPE, 2019 - 2025, USD MILLION

TABLE 25 ARGENTINA BEARD OIL MARKET, 2015 - 2018, USD MILLION

TABLE 26 ARGENTINA BEARD OIL MARKET, 2019 - 2025, USD MILLION

TABLE 27 ARGENTINA BEARD OIL MARKET BY DISTRIBUTION CHANNELS, 2015 - 2018, USD MILLION

TABLE 28 ARGENTINA BEARD OIL MARKET BY DISTRIBUTION CHANNELS, 2019 - 2025, USD MILLION

TABLE 29 ARGENTINA BEARD OIL MARKET BY TYPE, 2015 - 2018, USD MILLION

TABLE 30 ARGENTINA BEARD OIL MARKET BY TYPE, 2019 - 2025, USD MILLION

TABLE 31 UAE BEARD OIL MARKET, 2015 - 2018, USD MILLION

TABLE 32 UAE BEARD OIL MARKET, 2019 - 2025, USD MILLION

TABLE 33 UAE BEARD OIL MARKET BY DISTRIBUTION CHANNELS, 2015 - 2018, USD MILLION

TABLE 34 UAE BEARD OIL MARKET BY DISTRIBUTION CHANNELS, 2019 - 2025, USD MILLION

TABLE 35 UAE BEARD OIL MARKET BY SOURCE, 2015 - 2018, USD MILLION

TABLE 36 UAE BEARD OIL MARKET BY TYPE, 2019 - 2025, USD MILLION

TABLE 37 SAUDI ARABIA BEARD OIL MARKET, 2015 - 2018, USD MILLION

TABLE 38 SAUDI ARABIA BEARD OIL MARKET, 2019 - 2025, USD MILLION

TABLE 39 SAUDI ARABIA BEARD OIL MARKET BY DISTRIBUTION CHANNELS, 2015 - 2018, USD MILLION

TABLE 40 SAUDI ARABIA BEARD OIL MARKET BY DISTRIBUTION CHANNELS, 2019 - 2025, USD MILLION

TABLE 41 SAUDI ARABIA BEARD OIL MARKET BY TYPE, 2015 - 2018, USD MILLION

TABLE 42 SAUDI ARABIA BEARD OIL MARKET BY TYPE, 2019 - 2025, USD MILLION

TABLE 43 SOUTH AFRICA BEARD OIL MARKET, 2015 - 2018, USD MILLION

TABLE 44 SOUTH AFRICA BEARD OIL MARKET, 2019 - 2025, USD MILLION

TABLE 45 SOUTH AFRICA BEARD OIL MARKET BY DISTRIBUTION CHANNELS, 2015 - 2018, USD MILLION

TABLE 46 SOUTH AFRICA BEARD OIL MARKET BY DISTRIBUTION CHANNELS, 2019 - 2025, USD MILLION

TABLE 47 SOUTH AFRICA BEARD OIL MARKET BY TYPE, 2015 - 2018, USD MILLION

TABLE 48 SOUTH AFRICA BEARD OIL MARKET BY TYPE, 2019 - 2025, USD MILLION

TABLE 49 NIGERIA BEARD OIL MARKET, 2015 - 2018, USD MILLION

TABLE 50 NIGERIA BEARD OIL MARKET, 2019 - 2025, USD MILLION

TABLE 51 NIGERIA BEARD OIL MARKET BY DISTRIBUTION CHANNELS, 2015 - 2018, USD MILLION



TABLE 52 NIGERIA BEARD OIL MARKET BY DISTRIBUTION CHANNELS, 2019 - 2025, USD MILLION

TABLE 53 NIGERIA BEARD OIL MARKET BY TYPE, 2015 - 2018, USD MILLION

TABLE 54 NIGERIA BEARD OIL MARKET BY TYPE, 2019 - 2025, USD MILLION

TABLE 55 REST OF LAMEA BEARD OIL MARKET, 2015 - 2018, USD MILLION

TABLE 56 REST OF LAMEA BEARD OIL MARKET, 2019 - 2025, USD MILLION

TABLE 57 REST OF LAMEA BEARD OIL MARKET BY DISTRIBUTION CHANNELS, 2015 - 2018, USD MILLION

TABLE 58 REST OF LAMEA BEARD OIL MARKET BY DISTRIBUTION CHANNELS, 2019 - 2025, USD MILLION

TABLE 59 REST OF LAMEA BEARD OIL MARKET BY TYPE, 2015 - 2018, USD MILLION

TABLE 60 REST OF LAMEA BEARD OIL MARKET BY TYPE, 2019 - 2025, USD MILLION

TABLE 61 KEY INFORMATION – BOSSMAN BRANDS

TABLE 62 KEY INFORMATION – LEVEN ROSE

TABLE 63 KEY INFORMATION – HINDUSTAN UNILEVER LIMITED (HUL)

TABLE 64 KEY INFORMATION – THE AMERICAN BEARD COMPANY

TABLE 65 KEY INFORMATION – ARTNATURALS

TABLE 66 KEY INFORMATION – BRICKELL MEN'S PRODUCTS

TABLE 67 KEY INFORMATION – THE GENTLEMAN

TABLE 68 KEY INFORMATION – HONEST AMISH

TABLE 69 KEY INFORMATION – VIKING REVOLUTION

TABLE 70 KEY INFORMATION – MOUNTAINEER BRAND

## List Of Figures

### LIST OF FIGURES

FIG 1 METHODOLOGY FOR THE RESEARCH

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