

LAMEA Shaving Foam Market (2019-2025)

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Abstracts

The Latin America, Middle East and Africa Shaving Foam Market would witness market growth of 5.94% CAGR during the forecast period (2019-2025). The sales of grooming products are driven by the increasing number of luxury salons and small barbershops. This factor is expected to shape market growth profoundly. Foam produces a thin protective coating between the razor and skin that minimizes friction, the possibility of redness, dryness, and discomfort. The product nourishes the skin and prevents rashes thus giving a push to the product demand.

Manufacturers of shaving foams focus on providing skin-friendly products that are tested on standard parameters using both natural and organic ingredients to reduce the risk for allergies and chemical side effects. Furthermore, the supply for shaving foam should increase with brand development in terms of fragrances and other purifying components such as black carbon and cocoa butter for a convenient and comfortable shave. However, in the next few years, it is expected that the growing popularity of full beards and the increased adoption of electric razors will prevent this growth.

Based on Type, the market is segmented into Organic Shaving Foam and Conventional Shaving Foam. Based on Distribution Channel, the market is segmented into Offline and Online. Based on countries, the market is segmented into Brazil, Argentina, UAE, Saudi Arabia, South Africa, Nigeria, and Rest of LAMEA.

The market research report covers the analysis of key stake holders of the market. Key companies profiled in the report include VI-John Group, Unilever PLC, The Procter and Gamble Company, L'Oréal Group, Johnson & Johnson, Estee Lauder Companies, Inc., Avon Products, Inc., Shiseido Company Limited, Godrej Group (Godrej Consumer Products Limited) and The Colgate-Palmolive Company.

Scope of the Study

Market Segmentation:

By Type

Organic Shaving Foam

Conventional Shaving Foam

By Distribution Channel

Offline

Online

By Country

Brazil

Argentina

UAE

Saudi Arabia

South Africa

Nigeria

Rest of LAMEA

Companies Profiled

VI-John Group

Unilever PLC

The Procter and Gamble Company

L'Oréal Group

Johnson & Johnson

Estee Lauder Companies, Inc.

Avon Products, Inc.

Shiseido Company Limited

Godrej Group (Godrej Consumer Products Limited)

The Colgate-Palmolive Company

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