

Latin America, Middle East & Africa (LAMEA) Men Personal Care Market (2016 - 2022)

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Abstracts

Men follow a daily regime of cleansing, moisturizing, protecting, and shaving. They have become more conscious about their health and looks. From dressing to hairstyles everything is taken care of. Moreover, fashion industry has also contributed in the growth of men personal care market. Now-a-days beard and hairstyles has become one of the fashion statements. Men Personal Care Products are used by all the ages; with maximum popularity among the youth.

Increase in the number of educated people and urbanization have supported the growth in corporate lifestyle. Due to this, fragrances and facial care products are in highly demand to maintain the corporate lifestyle. Additionally, Urbanization is one of the leading factors contributing in the growth of men personal care market. According to the Department of Economic and Social Affairs, "More than half of the world population now lives in urban area, and virtually all countries of the world are becoming increasingly urbanized". The estimates in Population Division (2014) of the United Nations states that, "54 % of the world's population resided in urban areas in 2014, and by 2050, 66 % of the world's population is expected to move to urban areas". This would ultimately enhance the market for Men personal care market.

The Men Personal Care Market has been segmented on the basis of type and Country. Based on Type, the market is segmented into Hair Care, Skin Care, Oral Care, Shaving, Personal Cleanliness, and Others. Hair Care is further segmented into Hair Conditioners, Hair Gel, Hair Sprays & Hair Cream, Hair Dyes & Hair Colors, and Shampoos & Rinses. Skin Care includes Face & Neck Lotions, Cleansers, Moisturizers, and Body & Hand Creams. Oral Care is segmented into Dental Care Tools, Mouthwashes, and Breath Fresheners. Shaving segment includes the following products Shaving Soap, After Shave Lotions, Pre-Shave Lotions, and After Shave



Lotions. Personal Cleanliness is segmented into Body powders, Soaps, and Fragrances. Other segment includes the following products: Facial Makeup, Bathing Essentials, Nail Care, and Bathing Essentials.

Based on country, the market is segmented into Brazil, Argentina, UAE, Saudi Arabia, South Africa, Nigeria, Rest of Latin America, Middle East and Africa.

The key players operating men personal care market are L'Oreal S.A., Johnson & Johnson, The Estee Lauder Companies, Inc., Procter and Gamble, Unilever Plc, Avon Products, Inc., Kao Corporation, Colgate -Palmolive Company, and Shiseido Company, Ltd.



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