

Europe Male Toiletries Market Summary, Competitive Analysis and Forecast to 2027

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Abstracts

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Summary

Male Toiletries in Europe industry profile provides top-line qualitative and quantitative summary information including: market size (value 2017-22, and forecast to 2027). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

Key Highlights

The male toiletries market consists of retail sales of aftershaves & colognes, men's disposable razors & blades, post-shave cosmetics %li%men's and pre-shave cosmetics %li%men's. The market is valued according to retail selling price (RSP) and includes any applicable taxes. All currency conversions used in the creation of this report have been calculated using constant annual average 2022 exchange rates.

The European Male Toiletries market had total revenues of \$6,103.1 million in 2022, representing a compound annual growth rate (CAGR) of 0.8% between 2017 and 2022.

Market consumption volumes declined with a CAGR of -0.9% between 2017 and 2022, to reach a total of 2,145.9 million units in 2022.

The performance of the market is forecast to accelerate, with an anticipated CAGR of 6.6% for the five-year period 2022 %li%2027, which is expected to drive the market to a value of \$8,389.2 million by the end of 2027.

Scope

Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the male toiletries market in Europe

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the male toiletries market in Europe

Leading company profiles reveal details of key male toiletries market players' global operations and financial performance

Add weight to presentations and pitches by understanding the future growth prospects of the Europe male toiletries market with five year forecasts

Reasons to Buy

What was the size of the Europe male toiletries market by value in 2022?

What will be the size of the Europe male toiletries market in 2027?

What factors are affecting the strength of competition in the Europe male toiletries market?

How has the market performed over the last five years?

What are the main segments that make up Europe's male toiletries market?

Contents

1 EXECUTIVE SUMMARY

- 1.1. Market value
- 1.2. Market value forecast
- 1.3. Market volume
- 1.4. Market volume forecast
- 1.5. Category segmentation
- 1.6. Geography segmentation
- 1.7. Market share
- 1.8. Market rivalry
- 1.9. Competitive landscape

2 MARKET OVERVIEW

- 2.1. Market definition
- 2.2. Market analysis

3 MARKET DATA

- 3.1. Market value
- 3.2. Market volume

4 MARKET SEGMENTATION

- 4.1. Category segmentation
- 4.2. Geography segmentation
- 4.3. Market distribution

5 MARKET OUTLOOK

- 5.1. Market value forecast
- 5.2. Market volume forecast

6 FIVE FORCES ANALYSIS

- 6.1. Summary
- 6.2. Buyer power

- 6.3. Supplier power
- 6.4. New entrants
- 6.5. Threat of substitutes
- 6.6. Degree of rivalry

7 COMPETITIVE LANDSCAPE

- 7.1. Market share
- 7.2. Who are the leading players in the European male toiletries market?
- 7.3. Which companies have been most successful in increasing their market shares in the last 5 years (2017-2022)?
- 7.4. Which companies market shares have suffered over the same period (2017-2022)?
- 7.5. What are the most popular brands in the European male toiletries market?

8 COMPANY PROFILES

- 8.1. The Procter & Gamble Co
- 8.2. Edgewell Personal Care Co
- 8.3. Societe BIC
- 8.4. Beiersdorf AG

9 MACROECONOMIC INDICATORS

- 9.1. Country data

10 APPENDIX

- 10.1. Methodology
- 10.2. Industry associations
- 10.3. Related MarketLine research
- 10.4. About MarketLine

List Of Tables

LIST OF TABLES

- Table 1: Europe male toiletries market value: \$ million, 2017-22
- Table 2: Europe male toiletries market volume: million units, 2017-22
- Table 3: Europe male toiletries market category segmentation: % share, by value, 2017-2022
- Table 4: Europe male toiletries market category segmentation: \$ million, 2017-2022
- Table 5: Europe male toiletries market geography segmentation: \$ million, 2022
- Table 6: Europe male toiletries market distribution: % share, by value, 2022
- Table 7: Europe male toiletries market value forecast: \$ million, 2022-27
- Table 8: Europe male toiletries market volume forecast: million units, 2022-27
- Table 9: Europe male toiletries market share: % share, by value, 2022
- Table 10: The Procter & Gamble Co: key facts
- Table 11: The Procter & Gamble Co: Annual Financial Ratios
- Table 12: The Procter & Gamble Co: Key Employees
- Table 13: The Procter & Gamble Co: Key Employees Continued
- Table 14: Edgewell Personal Care Co: key facts
- Table 15: Edgewell Personal Care Co: Annual Financial Ratios
- Table 16: Edgewell Personal Care Co: Key Employees
- Table 17: Societe BIC: key facts
- Table 18: Societe BIC: Annual Financial Ratios
- Table 19: Societe BIC: Key Employees
- Table 20: Beiersdorf AG: key facts
- Table 21: Beiersdorf AG: Annual Financial Ratios
- Table 22: Beiersdorf AG: Key Employees
- Table 23: Europe size of population (million), 2018-22
- Table 24: Europe gdp (constant 2005 prices, \$ billion), 2018-22
- Table 25: Europe gdp (current prices, \$ billion), 2018-22
- Table 26: Europe inflation, 2018-22
- Table 27: Europe consumer price index (absolute), 2018-22
- Table 28: Europe exchange rate, 2018-22

List Of Figures

LIST OF FIGURES

- Figure 1: Europe male toiletries market value: \$ million, 2017-22
- Figure 2: Europe male toiletries market volume: million units, 2017-22
- Figure 3: Europe male toiletries market category segmentation: \$ million, 2017-2022
- Figure 4: Europe male toiletries market geography segmentation: % share, by value, 2022
- Figure 5: Europe male toiletries market distribution: % share, by value, 2022
- Figure 6: Europe male toiletries market value forecast: \$ million, 2022-27
- Figure 7: Europe male toiletries market volume forecast: million units, 2022-27
- Figure 8: Forces driving competition in the male toiletries market in Europe, 2022
- Figure 9: Drivers of buyer power in the male toiletries market in Europe, 2022
- Figure 10: Drivers of supplier power in the male toiletries market in Europe, 2022
- Figure 11: Factors influencing the likelihood of new entrants in the male toiletries market in Europe, 2022
- Figure 12: Factors influencing the threat of substitutes in the male toiletries market in Europe, 2022
- Figure 13: Drivers of degree of rivalry in the male toiletries market in Europe, 2022
- Figure 14: Europe male toiletries market share: % share, by value, 2022

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