

# Italy Male Toiletries Market Summary, Competitive Analysis and Forecast, 2016-2025

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## Abstracts

Italy Male Toiletries Market Summary, Competitive Analysis and Forecast, 2016-2025

### SUMMARY

Male Toiletries in Italy industry profile provides top-line qualitative and quantitative summary information including: market size (value 2016-20, and forecast to 2025). 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, men's post-shave cosmetics and men's pre-shave cosmetics. 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 2020 exchange rates.

The Italian male toiletries market had total revenues of \$710.9m in 2020, representing a compound annual rate of change (CARC) of -1.7% between 2016 and 2020.

Market consumption volumes declined with a CARC of -2.6% between 2016-2020, to reach a total of 286.8 million units in 2020.

Economic challenges during the review period largely affected the market

growth.

## SCOPE

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

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

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 Italy male toiletries market with five year forecasts

## REASONS TO BUY

What was the size of the Italy male toiletries market by value in 2020?

What will be the size of the Italy male toiletries market in 2025?

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

How has the market performed over the last five years?

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

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