

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

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Abstracts

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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?

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 Italian male toiletries market?
- 7.3. Which companies have been most successful in increasing their market shares in the last 4 years?
- 7.4. Which companies' market shares have suffered in the last 4 years?
- 7.5. What are the most popular brands in the market?

8 COMPANY PROFILES

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

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: Italy male toiletries market value: \$ million, 2016-20

Table 2: Italy male toiletries market volume: million Units, 2016-20

Table 3: Italy male toiletries market category segmentation: \$ million, 2020

Table 4: Italy male toiletries market geography segmentation: \$ million, 2020

Table 5: Italy male toiletries market distribution: % share, by value, 2020

Table 6: Italy male toiletries market value forecast: \$ million, 2020-25

Table 7: Italy male toiletries market volume forecast: million Units, 2020-25

Table 8: Italy male toiletries market share: % share, by value, 2020

Table 9: The Procter & Gamble Co: key facts

Table 10: The Procter & Gamble Co: Annual Financial Ratios

Table 11: The Procter & Gamble Co: Key Employees

Table 12: The Procter & Gamble Co: Key Employees Continued

Table 13: Edgewell Personal Care Co: key facts

Table 14: Edgewell Personal Care Co: Annual Financial Ratios

Table 15: Edgewell Personal Care Co: Key Employees

Table 16: Beiersdorf AG: key facts

Table 17: Beiersdorf AG: Annual Financial Ratios

Table 18: Beiersdorf AG: Key Employees

Table 19: Coty Inc.: key facts

Table 20: Coty Inc.: Annual Financial Ratios

Table 21: Coty Inc.: Key Employees

Table 22: Coty Inc.: Key Employees Continued

Table 23: Italy size of population (million), 2016-20

Table 24: Italy gdp (constant 2005 prices, \$ billion), 2016-20

Table 25: Italy gdp (current prices, \$ billion), 2016-20

Table 26: Italy inflation, 2016-20

Table 27: Italy consumer price index (absolute), 2016-20

Table 28: Italy exchange rate, 2016-20

List Of Figures

LIST OF FIGURES

Figure 1: Italy male toiletries market value: \$ million, 2016-20

Figure 2: Italy male toiletries market volume: million Units, 2016-20

Figure 3: Italy male toiletries market category segmentation: % share, by value, 2020

Figure 4: Italy male toiletries market geography segmentation: % share, by value, 2020

Figure 5: Italy male toiletries market distribution: % share, by value, 2020

Figure 6: Italy male toiletries market value forecast: \$ million, 2020-25

Figure 7: Italy male toiletries market volume forecast: million Units, 2020-25

Figure 8: Forces driving competition in the male toiletries market in Italy, 2020

Figure 9: Drivers of buyer power in the male toiletries market in Italy, 2020

Figure 10: Drivers of supplier power in the male toiletries market in Italy, 2020

Figure 11: Factors influencing the likelihood of new entrants in the male toiletries market in Italy, 2020

Figure 12: Factors influencing the threat of substitutes in the male toiletries market in Italy, 2020

Figure 13: Drivers of degree of rivalry in the male toiletries market in Italy, 2020

Figure 14: Italy male toiletries market share: % share, by value, 2020

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