

Male Toiletries Global Industry Almanac 2015-2024

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Abstracts

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SUMMARY

Global Male Toiletries industry profile provides top-line qualitative and quantitative summary information including: market share, market size (value and volume 2015-19, and forecast to 2024). 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 - men's and pre-shave cosmetics - 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 2019 exchange rates.

The global male toiletries market had total revenues of \$19,065.1m in 2019, representing a compound annual growth rate (CAGR) of 3.5% between 2015 and 2019.

Market consumption volume increased with a CAGR of 2.1% between 2015 and 2019, to reach a total of 5,474.4 million units in 2019.

The global male toiletries market is driven by growing demand for premium products with multiple benefits, rising disposable income, and increasing attentiveness about appearance.

SCOPE

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

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

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 global male toiletries market with five year forecasts by both value and volume

REASONS TO BUY

What was the size of the global male toiletries market by value in 2019?

What will be the size of the global male toiletries market in 2024?

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

How has the market performed over the last five years?

Who are the top competitors in the global male toiletries market?

Contents

- 1. EXECUTIVE SUMMARY**
- 2. INTRODUCTION**
- 3. GLOBAL MALE TOILETRIES**
- 4. MALE TOILETRIES IN ASIA-PACIFIC**
- 5. MALE TOILETRIES IN EUROPE**
- 6. MALE TOILETRIES IN FRANCE**
- 7. MALE TOILETRIES IN GERMANY**
- 8. MALE TOILETRIES IN AUSTRALIA**
- 9. MALE TOILETRIES IN BRAZIL**
- 10. MALE TOILETRIES IN CANADA**
- 11. MALE TOILETRIES IN CHINA**
- 12. MALE TOILETRIES IN INDIA**
- 13. MALE TOILETRIES IN INDONESIA**
- 14. MALE TOILETRIES IN ITALY**
- 15. MALE TOILETRIES IN JAPAN**
- 16. MALE TOILETRIES IN MEXICO**
- 17. MALE TOILETRIES IN THE NETHERLANDS**
- 18. MALE TOILETRIES IN NORTH AMERICA**

- 19. MALE TOILETRIES IN RUSSIA**
- 20. MALE TOILETRIES IN SCANDINAVIA**
- 21. MALE TOILETRIES IN SINGAPORE**
- 22. MALE TOILETRIES IN SOUTH AFRICA**
- 23. MALE TOILETRIES IN SOUTH KOREA**
- 24. MALE TOILETRIES IN SPAIN**
- 25. MALE TOILETRIES IN TURKEY**
- 26. MALE TOILETRIES IN THE UNITED KINGDOM**
- 27. MALE TOILETRIES IN THE UNITED STATES**
- 28. COMPANY PROFILES**
- 29. APPENDIX**

List Of Tables

LIST OF TABLES

- Table 1: Global male toiletries market value: \$ million, 2015–19
- Table 2: Global male toiletries market volume: million units, 2015–19
- Table 3: Global male toiletries market category segmentation: \$ million, 2019
- Table 4: Global male toiletries market geography segmentation: \$ million, 2019
- Table 5: Global male toiletries market share: % share, by value, 2019
- Table 6: Global male toiletries market distribution: % share, by value, 2019
- Table 7: Global male toiletries market value forecast: \$ million, 2019–24
- Table 8: Global male toiletries market volume forecast: million units, 2019–24
- Table 9: Global size of population (million), 2015–19
- Table 10: Global gdp (constant 2005 prices, \$ billion), 2015–19
- Table 11: Global gdp (current prices, \$ billion), 2015–19
- Table 12: Global inflation, 2015–19
- Table 13: Global consumer price index (absolute), 2015–19
- Table 14: Global exchange rate, 2015–19
- Table 15: Asia-Pacific male toiletries market value: \$ million, 2015–19
- Table 16: Asia-Pacific male toiletries market volume: million units, 2015–19
- Table 17: Asia-Pacific male toiletries market category segmentation: \$ million, 2019
- Table 18: Asia-Pacific male toiletries market geography segmentation: \$ million, 2019
- Table 19: Asia-Pacific male toiletries market share: % share, by value, 2019
- Table 20: Asia-Pacific male toiletries market distribution: % share, by value, 2019
- Table 21: Asia-Pacific male toiletries market value forecast: \$ million, 2019–24
- Table 22: Asia-Pacific male toiletries market volume forecast: million units, 2019–24
- Table 23: Europe male toiletries market value: \$ million, 2015–19
- Table 24: Europe male toiletries market volume: million units, 2015–19
- Table 25: Europe male toiletries market category segmentation: \$ million, 2019
- Table 26: Europe male toiletries market geography segmentation: \$ million, 2019
- Table 27: Europe male toiletries market share: % share, by value, 2019
- Table 28: Europe male toiletries market distribution: % share, by value, 2019
- Table 29: Europe male toiletries market value forecast: \$ million, 2019–24
- Table 30: Europe male toiletries market volume forecast: million units, 2019–24
- Table 31: Europe size of population (million), 2015–19
- Table 32: Europe gdp (constant 2005 prices, \$ billion), 2015–19
- Table 33: Europe gdp (current prices, \$ billion), 2015–19
- Table 34: Europe inflation, 2015–19
- Table 35: Europe consumer price index (absolute), 2015–19

- Table 36: Europe exchange rate, 2015–19
- Table 37: France male toiletries market value: \$ million, 2015–19
- Table 38: France male toiletries market volume: million units, 2015–19
- Table 39: France male toiletries market category segmentation: \$ million, 2019
- Table 40: France male toiletries market geography segmentation: \$ million, 2019
- Table 41: France male toiletries market share: % share, by value, 2019
- Table 42: France male toiletries market distribution: % share, by value, 2019
- Table 43: France male toiletries market value forecast: \$ million, 2019–24
- Table 44: France male toiletries market volume forecast: million units, 2019–24
- Table 45: France size of population (million), 2015–19
- Table 46: France gdp (constant 2005 prices, \$ billion), 2015–19
- Table 47: France gdp (current prices, \$ billion), 2015–19
- Table 48: France inflation, 2015–19
- Table 49: France consumer price index (absolute), 2015–19
- Table 50: France exchange rate, 2015–19

List Of Figures

LIST OF FIGURES

- Figure 1: Global male toiletries market value: \$ million, 2015–19
- Figure 2: Global male toiletries market volume: million units, 2015–19
- Figure 3: Global male toiletries market category segmentation: % share, by value, 2019
- Figure 4: Global male toiletries market geography segmentation: % share, by value, 2019
- Figure 5: Global male toiletries market share: % share, by value, 2019
- Figure 6: Global male toiletries market distribution: % share, by value, 2019
- Figure 7: Global male toiletries market value forecast: \$ million, 2019–24
- Figure 8: Global male toiletries market volume forecast: million units, 2019–24
- Figure 9: Forces driving competition in the global male toiletries market, 2019
- Figure 10: Drivers of buyer power in the global male toiletries market, 2019
- Figure 11: Drivers of supplier power in the global male toiletries market, 2019
- Figure 12: Factors influencing the likelihood of new entrants in the global male toiletries market, 2019
- Figure 13: Factors influencing the threat of substitutes in the global male toiletries market, 2019
- Figure 14: Drivers of degree of rivalry in the global male toiletries market, 2019
- Figure 15: Asia-Pacific male toiletries market value: \$ million, 2015–19
- Figure 16: Asia-Pacific male toiletries market volume: million units, 2015–19
- Figure 17: Asia-Pacific male toiletries market category segmentation: % share, by value, 2019
- Figure 18: Asia-Pacific male toiletries market geography segmentation: % share, by value, 2019
- Figure 19: Asia-Pacific male toiletries market share: % share, by value, 2019
- Figure 20: Asia-Pacific male toiletries market distribution: % share, by value, 2019
- Figure 21: Asia-Pacific male toiletries market value forecast: \$ million, 2019–24
- Figure 22: Asia-Pacific male toiletries market volume forecast: million units, 2019–24
- Figure 23: Forces driving competition in the male toiletries market in Asia-Pacific, 2019
- Figure 24: Drivers of buyer power in the male toiletries market in Asia-Pacific, 2019
- Figure 25: Drivers of supplier power in the male toiletries market in Asia-Pacific, 2019
- Figure 26: Factors influencing the likelihood of new entrants in the male toiletries market in Asia-Pacific, 2019
- Figure 27: Factors influencing the threat of substitutes in the male toiletries market in Asia-Pacific, 2019
- Figure 28: Drivers of degree of rivalry in the male toiletries market in Asia-Pacific, 2019

- Figure 29: Europe male toiletries market value: \$ million, 2015–19
- Figure 30: Europe male toiletries market volume: million units, 2015–19
- Figure 31: Europe male toiletries market category segmentation: % share, by value, 2019
- Figure 32: Europe male toiletries market geography segmentation: % share, by value, 2019
- Figure 33: Europe male toiletries market share: % share, by value, 2019
- Figure 34: Europe male toiletries market distribution: % share, by value, 2019
- Figure 35: Europe male toiletries market value forecast: \$ million, 2019–24
- Figure 36: Europe male toiletries market volume forecast: million units, 2019–24
- Figure 37: Forces driving competition in the male toiletries market in Europe, 2019
- Figure 38: Drivers of buyer power in the male toiletries market in Europe, 2019
- Figure 39: Drivers of supplier power in the male toiletries market in Europe, 2019
- Figure 40: Factors influencing the likelihood of new entrants in the male toiletries market in Europe, 2019
- Figure 41: Factors influencing the threat of substitutes in the male toiletries market in Europe, 2019
- Figure 42: Drivers of degree of rivalry in the male toiletries market in Europe, 2019
- Figure 43: France male toiletries market value: \$ million, 2015–19
- Figure 44: France male toiletries market volume: million units, 2015–19
- Figure 45: France male toiletries market category segmentation: % share, by value, 2019
- Figure 46: France male toiletries market geography segmentation: % share, by value, 2019
- Figure 47: France male toiletries market share: % share, by value, 2019
- Figure 48: France male toiletries market distribution: % share, by value, 2019
- Figure 49: France male toiletries market value forecast: \$ million, 2019–24
- Figure 50: France male toiletries market volume forecast: million units, 2019–24

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