

# Male Toiletries in Australia

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## Abstracts

Male Toiletries in Australia

### SUMMARY

Male Toiletries in Australia 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 and colognes, men's disposable razors and 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 2019 exchange rates.

The Australian male toiletries market had total revenues of \$298.9m in 2019, representing a compound annual growth rate (CAGR) of 4.5% between 2015 and 2019.

Market consumption volume increased with a CAGR of 2.7% between 2015 and 2019, to reach a total of 38.5 million units in 2019.

In Australia, the demand for razors and men grooming products is slowly increasing as the beard trend is reaching its peak.

## SCOPE

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

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

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

## REASONS TO BUY

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

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

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

How has the market performed over the last five years?

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