

Male Toiletries in Italy

<https://marketpublishers.com/r/M00B5483FBDEN.html>

Date: June 2020

Pages: 41

Price: US\$ 350.00 (Single User License)

ID: M00B5483FBDEN

Abstracts

Male Toiletries in Italy

SUMMARY

Male Toiletries in Italy 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 Italian male toiletries market had total revenues of \$780.1m in 2019, representing a compound annual growth rate (CAGR) of 1.4% between 2015 and 2019.

Market consumption volume increased with a CAGR of 0.6% between 2015 and 2019, to reach a total of 323 million units in 2019.

Economic challenges during the review period combined with decreasing disposable income slowed 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 by both value and volume

REASONS TO BUY

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

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

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

How has the market performed over the last five years?

Who are the top competitors in 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 lost market share over the same period?
- 7.4. What are the most popular brands in the market?
- 7.5. Have there been any mergers or acquisitions in recent years?

8 COMPANY PROFILES

- 8.1. The Procter & Gamble Co
- 8.2. Edgewell Personal Care LLC
- 8.3. 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: Italy male toiletries market value: \$ million, 2015-19
- Table 2: Italy male toiletries market volume: million units, 2015-19
- Table 3: Italy male toiletries market category segmentation: \$ million, 2019
- Table 4: Italy male toiletries market geography segmentation: \$ million, 2019
- Table 5: Italy male toiletries market distribution: % share, by value, 2019
- Table 6: Italy male toiletries market value forecast: \$ million, 2019-24
- Table 7: Italy male toiletries market volume forecast: million units, 2019-24
- Table 8: Italy male toiletries market share: % share, by value, 2019
- 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 LLC: key facts
- Table 14: Edgewell Personal Care LLC: Annual Financial Ratios
- Table 15: Edgewell Personal Care LLC: Key Employees
- Table 16: Beiersdorf AG: key facts
- Table 17: Beiersdorf AG: Annual Financial Ratios
- Table 18: Beiersdorf AG: Key Employees
- Table 19: Italy size of population (million), 2015-19
- Table 20: Italy gdp (constant 2005 prices, \$ billion), 2015-19
- Table 21: Italy gdp (current prices, \$ billion), 2015-19
- Table 22: Italy inflation, 2015-19
- Table 23: Italy consumer price index (absolute), 2015-19
- Table 24: Italy exchange rate, 2015-19

List Of Figures

LIST OF FIGURES

Figure 1: Italy male toiletries market value: \$ million, 2015-19

Figure 2: Italy male toiletries market volume: million units, 2015-19

Figure 3: Italy male toiletries market category segmentation: % share, by value, 2019

Figure 4: Italy male toiletries market geography segmentation: % share, by value, 2019

Figure 5: Italy male toiletries market distribution: % share, by value, 2019

Figure 6: Italy male toiletries market value forecast: \$ million, 2019-24

Figure 7: Italy male toiletries market volume forecast: million units, 2019-24

Figure 8: Forces driving competition in the male toiletries market in Italy, 2019

Figure 9: Drivers of buyer power in the male toiletries market in Italy, 2019

Figure 10: Drivers of supplier power in the male toiletries market in Italy, 2019

Figure 11: Factors influencing the likelihood of new entrants in the male toiletries market in Italy, 2019

Figure 12: Factors influencing the threat of substitutes in the male toiletries market in Italy, 2019

Figure 13: Drivers of degree of rivalry in the male toiletries market in Italy, 2019

Figure 14: Italy male toiletries market share: % share, by value, 2019

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