

# Male Toiletries in the Netherlands

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## Abstracts

Male Toiletries in the Netherlands industry profile provides top-line qualitative and quantitative summary information including: market size (value and volume 2019-24, and forecast to 2029). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

## Key Highlights

Male toiletries market includes retail sales of aftershaves & colognes, men's disposable razors & blades, post-shave cosmetics - men's, and pre-shave cosmetics - men's. The aftershaves & colognes segment consists of male fragrances specifically marketed as "eau de cologne" or "aftershave" and specifically not Eau de Toilette or Eau de Parfum. Technically, these products typically contain 2-5% aromatic compounds, which is less than either Eau de Parfum or Eau de Toilette, causing the lighter scent of Eau de Colognes & Aftershaves. Whereas men's disposable razors & blades segment consists of Gillette Fusion, Wilkinson Sword Quattro, Gillette Blue Plus Twin Blade fixed head disposable razors. It includes battery-operated razors but excludes electric razors, which can be recharged via mains electricity. Pre-shave cosmetics - men's segment includes shaving gels, foams, and oils. Post-shave cosmetics - men's segment covers post-shaving balms and lotions/gels, and other cosmetics designed to smooth and cool the skin, or lessen irritation, post-shaving. Excludes traditional "aftershaves".

The Dutch male toiletries market recorded revenues of \$162.4 million in 2024, representing a compound annual growth rate (CAGR) of 2.6% between 2019 and 2024.

Market consumption volume increased with a CAGR of 0.4% between 2019 and

2024, reaching a total of 20.2 million units in 2024.

The growth of the Dutch male toiletries market during 2019-24 is attributed to the rise in disposable income. According to Eurostat, in 2024, the net disposable income per household in the Netherlands reached \$67,402.6, up 27.4% from 2019. This rise in household income enabled men to allocate more spending toward personal grooming and upgrade from basic, functional products to premium aftershaves, colognes, and multi-blade razors.

## Scope

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

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

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

## Reasons to Buy

What was the size of the Netherlands male toiletries market by value in 2024?

What will be the size of the Netherlands male toiletries market in 2029?

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

How has the market performed over the last five years?

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



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