

# Male Toiletries in North America

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## Abstracts

Male Toiletries in North America

### SUMMARY

Male Toiletries in North America 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, 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 North American male toiletries market had total revenues of \$5,546.9m in 2019, representing a compound annual growth rate (CAGR) of 2.8% between 2015 and 2019.

Market consumption volume increased with a CAGR of 1.5% between 2015 and 2019, to reach a total of 479.8 million units in 2019.

The US male toiletries market accounted for 80.8% of the overall North American market value in 2019.

## SCOPE

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

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

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

## REASONS TO BUY

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

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

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

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