

Male Toiletries in Russia

<https://marketpublishers.com/r/M69DFD78BA6EN.html>

Date: June 2020

Pages: 37

Price: US\$ 350.00 (Single User License)

ID: M69DFD78BA6EN

Abstracts

Male Toiletries in Russia

SUMMARY

Male Toiletries in Russia 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 Russian male toiletries market had total revenues of \$520.7m in 2019, representing a compound annual growth rate (CAGR) of 5.2% between 2015 and 2019.

Market consumption volume increased with a CAGR of 1.6% between 2015 and 2019, to reach a total of 547.6 million units in 2019.

The influence of social media in the country is making Russian consumers more image conscious thereby driving 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 Russia

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

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

REASONS TO BUY

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

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

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

How has the market performed over the last five years?

Who are the top competitors in Russia'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 Russian 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. Beiersdorf AG

9 MACROECONOMIC INDICATORS

- 9.1. Country data

10 APPENDIX

- 10.1. Methodology
- 10.2. Related MarketLine research
- 10.3. About MarketLine

List Of Tables

LIST OF TABLES

Table 1: Russia male toiletries market value: \$ million, 2015-19
Table 2: Russia male toiletries market volume: million units, 2015-19
Table 3: Russia male toiletries market category segmentation: \$ million, 2019
Table 4: Russia male toiletries market geography segmentation: \$ million, 2019
Table 5: Russia male toiletries market distribution: % share, by value, 2019
Table 6: Russia male toiletries market value forecast: \$ million, 2019-24
Table 7: Russia male toiletries market volume forecast: million units, 2019-24
Table 8: Russia 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: Beiersdorf AG: key facts
Table 14: Beiersdorf AG: Annual Financial Ratios
Table 15: Beiersdorf AG: Key Employees
Table 16: Russia size of population (million), 2015-19
Table 17: Russia gdp (constant 2005 prices, \$ billion), 2015-19
Table 18: Russia gdp (current prices, \$ billion), 2015-19
Table 19: Russia inflation, 2015-19
Table 20: Russia consumer price index (absolute), 2015-19
Table 21: Russia exchange rate, 2015-19

List Of Figures

LIST OF FIGURES

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

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

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

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

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

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

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

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

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

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

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

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

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

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

I would like to order

Product name: Male Toiletries in Russia

Product link: <https://marketpublishers.com/r/M69DFD78BA6EN.html>

Price: US\$ 350.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/M69DFD78BA6EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970