

Male Toiletries in Scandinavia

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Abstracts

Male Toiletries in Scandinavia

SUMMARY

Male Toiletries in Scandinavia 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 Scandinavian male toiletries market had total revenues of \$218.3m in 2019, representing a compound annual growth rate (CAGR) of 2.4% between 2015 and 2019.

Market consumption volume increased with a CAGR of 1.5% between 2015 and 2019, to reach a total of 33.1 million units in 2019.

Increasing purchasing power among the Nordic consumers, coupled with more and more men spending time on grooming and appearance, helped the male

toiletries market.

SCOPE

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

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

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

REASONS TO BUY

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

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

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

How has the market performed over the last five years?

Who are the top competitors in Scandinavia'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 Scandinavian 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. Societe BIC

9 APPENDIX

- 9.1. Methodology
- 9.2. About MarketLine

List Of Tables

LIST OF TABLES

- Table 1: Scandinavia male toiletries market value: \$ million, 2015-19
- Table 2: Scandinavia male toiletries market volume: million units, 2015-19
- Table 3: Scandinavia male toiletries market category segmentation: \$ million, 2019
- Table 4: Scandinavia male toiletries market geography segmentation: \$ million, 2019
- Table 5: Scandinavia male toiletries market distribution: % share, by value, 2019
- Table 6: Scandinavia male toiletries market value forecast: \$ million, 2019-24
- Table 7: Scandinavia male toiletries market volume forecast: million units, 2019-24
- Table 8: Scandinavia 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: Societe BIC: key facts
- Table 17: Societe BIC: Annual Financial Ratios
- Table 18: Societe BIC: Key Employees

List Of Figures

LIST OF FIGURES

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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