

# Male Toiletries in South Africa

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## Abstracts

Male Toiletries in South Africa

### SUMMARY

Male Toiletries in South Africa 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 South African male toiletries market had total revenues of \$118.0m in 2019, representing a compound annual growth rate (CAGR) of 5.3% between 2015 and 2019.

Market consumption volume increased with a CAGR of 1.9% between 2015 and 2019, to reach a total of 19.7 million units in 2019.

Growing concerns among South African men about their appearance, coupled with rapid urbanization and increasing disposable incomes, are driving the male

toiletries 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 South Africa

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

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

## REASONS TO BUY

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

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

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

How has the market performed over the last five years?

Who are the top competitors in South Africa's male toiletries market?

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