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Male Toiletries in South Korea

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Abstracts

Male Toiletries in South Korea

Summary

Male Toiletries in South Korea industry profile provides top-line qualitative and quantitative summary information including: market size (value and volume 2018-23, and forecast to 2028). 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, post-shave cosmetics %li%men's and pre-shave cosmetics %li%men's. 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 2023 exchange rates.

The South Korean Male Toiletries market had total revenues of $227.7 million in 2023, representing a compound annual growth rate (CAGR) of 0.3% between 2018 and 2023.

Market consumption volumes declined with a CAGR of -1.6% between 2018 and 2023, to reach a total of 35.5 million units in 2023.

The performance of the market is forecast to accelerate, with an anticipated CAGR of 2.2% for the five-year period 2023 %li%2028, which

is expected to drive the market to a value of $235.5 million by the end of 2028.

Scope

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

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

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

Reasons to Buy

What was the size of the South Korea male toiletries market by value in 2023?

What will be the size of the South Korea male toiletries market in 2028?

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

How has the market performed over the last five years?

How large is South Korea's male toiletries market in relation to its regional counterparts?

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