

# Male Toiletries Market Summary, Competitive Analysis and Forecast to 2027 (Global Almanac)

<https://marketpublishers.com/r/M4AB0E788818EN.html>

Date: August 2023

Pages: 537

Price: US\$ 2,995.00 (Single User License)

ID: M4AB0E788818EN

## Abstracts

Male Toiletries Market Summary, Competitive Analysis and Forecast to 2027 (Global Almanac)

### Summary

Global Male Toiletries industry profile provides top-line qualitative and quantitative summary information including: market share, market size (value and volume 2018-22, and forecast to 2027). 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 aftershave & 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 2022 exchange rates.

The global Male Toiletries market had total revenues of \$17,964.5million in 2022, representing a compound annual growth rate (CAGR) of 1.9% between 2017 and 2022.

Market consumption volumes declined with a CAGR of -0.2% between 2017 and 2022, to reach a total of 5,222.3 million units in 2022.

The performance of the market is forecast to accelerate, with an anticipated CAGR of 9.8% for the five-year period 2022 %li%2027, which is expected to drive the market to a value of \$28,700.2million by the end of 2027.

## Scope

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

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

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

## Reasons to Buy

What was the size of the global male toiletries market by value in 2022?

What will be the size of the global male toiletries market in 2027?

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

How has the market performed over the last five years?

Who are the top competitors in the global male toiletries market?

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