

Male Toiletries in Germany

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Abstracts

Male Toiletries in Germany

Summary

Male Toiletries in Germany industry profile provides top-line qualitative and quantitative summary information including: market size (value 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 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 2023 exchange rates.

The German Male Toiletries market had total revenues of \$923.2 million in 2023, representing a compound annual growth rate (CAGR) of 0.8% between 2018 and 2023.

Market consumption volumes declined with a CAGR of -1.5% between 2018 and 2023, to reach a total of 309.2 million units in 2023.

The performance of the market is forecast to accelerate, with an anticipated CAGR of 3.5% for the five-year period 2023 %li%2028, which

is expected to drive the market to a value of \$1,096.8 million by the end of 2028.

Scope

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

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

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 Germany male toiletries market with five year forecasts

Reasons to Buy

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

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

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

How has the market performed over the last five years?

What are the main segments that make up Germany'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 German male toiletries market?
- 7.3. Which companies have been most successful in increasing their market shares in the last 5 years (2018-2023)?
- 7.4. Which companies market shares have suffered over the same period (2018-2023)?
- 7.5. What are the most popular brands in the German male toiletries market?

8 COMPANY PROFILES

- 8.1. The Procter & Gamble Co
- 8.2. Edgewell Personal Care Co
- 8.3. Beiersdorf AG
- 8.4. Coty Inc.

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: Germany male toiletries market value: \$ million, 2018-23
- Table 2: Germany male toiletries market volume: million units, 2018-23
- Table 3: Germany male toiletries market category segmentation: % share, by value, 2018-2023
- Table 4: Germany male toiletries market category segmentation: \$ million, 2018-2023
- Table 5: Germany male toiletries market geography segmentation: \$ million, 2023
- Table 6: Germany male toiletries market distribution: % share, by value, 2023
- Table 7: Germany male toiletries market value forecast: \$ million, 2023-28
- Table 8: Germany male toiletries market volume forecast: million units, 2023-28
- Table 9: Germany male toiletries market share: % share, by value, 2023
- Table 10: The Procter & Gamble Co: key facts
- Table 11: The Procter & Gamble Co: Annual Financial Ratios
- Table 12: The Procter & Gamble Co: Key Employees
- Table 13: The Procter & Gamble Co: Key Employees Continued
- Table 14: Edgewell Personal Care Co: key facts
- Table 15: Edgewell Personal Care Co: Annual Financial Ratios
- Table 16: Edgewell Personal Care Co: Key Employees
- Table 17: Beiersdorf AG: key facts
- Table 18: Beiersdorf AG: Annual Financial Ratios
- Table 19: Beiersdorf AG: Key Employees
- Table 20: Coty Inc.: key facts
- Table 21: Coty Inc.: Annual Financial Ratios
- Table 22: Coty Inc.: Key Employees
- Table 23: Coty Inc.: Key Employees Continued
- Table 24: Germany size of population (million), 2019-23
- Table 25: Germany real gdp (constant 2010 prices, \$ billion), 2019-23
- Table 26: Germany gdp (current prices, \$ billion), 2019-23
- Table 27: Germany inflation, 2019-23
- Table 28: Germany consumer price index (absolute), 2019-23
- Table 29: Germany exchange rate, 2018-23

List Of Figures

LIST OF FIGURES

Figure 1: Germany male toiletries market value: \$ million, 2018-23

Figure 2: Germany male toiletries market volume: million units, 2018-23

Figure 3: Germany male toiletries market category segmentation: \$ million, 2018-2023

Figure 4: Germany male toiletries market geography segmentation: % share, by value, 2023

Figure 5: Germany male toiletries market distribution: % share, by value, 2023

Figure 6: Germany male toiletries market value forecast: \$ million, 2023-28

Figure 7: Germany male toiletries market volume forecast: million units, 2023-28

Figure 8: Forces driving competition in the male toiletries market in Germany, 2023

Figure 9: Drivers of buyer power in the male toiletries market in Germany, 2023

Figure 10: Drivers of supplier power in the male toiletries market in Germany, 2023

Figure 11: Factors influencing the likelihood of new entrants in the male toiletries market in Germany, 2023

Figure 12: Factors influencing the threat of substitutes in the male toiletries market in Germany, 2023

Figure 13: Drivers of degree of rivalry in the male toiletries market in Germany, 2023

Figure 14: Germany male toiletries market share: % share, by value, 2023

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