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Male Toiletries in India

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Abstracts

Male Toiletries in India

SUMMARY

Male Toiletries in India 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 Indian male toiletries market had total revenues of $544.9m in 2019, representing a compound annual growth rate (CAGR) of 7.8% between 2015 and 2019.

Market consumption volume increased with a CAGR of 4.5% between 2015 and 2019, to reach a total of 1,213.6 million units in 2019.

Growth in the market is being driven by rising urbanization, growing disposable incomes, and increasing popularity of social media.

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SCOPE

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

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

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

REASONS TO BUY

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

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

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

How has the market performed over the last five years?

Who are the top competitiors in India's male toiletries market?

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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

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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 Indian male toiletries market?
7.3. Which companies have been most successful in increasing their market shares in the last four years (2015-2019)?
7.4. What are the most popular brands in the market?

8 COMPANY PROFILES

8.1. The Procter & Gamble Co

9 MACROECONOMIC INDICATORS

9.1. Country data

10 APPENDIX

10.1. Methodology
10.2. Industry associations
10.3. Related MarketLine research
10.4. About MarketLine

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List Of Tables

LIST OF TABLES

Table 1: India male toiletries market value: $ million, 2015-19
Table 2: India male toiletries market volume: million units, 2015-19
Table 3: India male toiletries market category segmentation: $ million, 2019
Table 4: India male toiletries market geography segmentation: $ million, 2019
Table 5: India male toiletries market distribution: % share, by value, 2019
Table 6: India male toiletries market value forecast: $ million, 2019-24
Table 7: India male toiletries market volume forecast: million units, 2019-24
Table 8: India 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: India size of population (million), 2015-19
Table 14: India gdp (constant 2005 prices, $ billion), 2015-19
Table 15: India gdp (current prices, $ billion), 2015-19
Table 16: India inflation, 2015-19
Table 17: India consumer price index (absolute), 2015-19
Table 18: India exchange rate, 2015-19

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List Of Figures

LIST OF FIGURES

Figure 1: India male toiletries market value: $ million, 2015-19
Figure 2: India male toiletries market volume: million units, 2015-19
Figure 3: India male toiletries market category segmentation: % share, by value, 2019
Figure 4: India male toiletries market geography segmentation: % share, by value, 2019
Figure 5: India male toiletries market distribution: % share, by value, 2019
Figure 6: India male toiletries market value forecast: $ million, 2019-24
Figure 7: India male toiletries market volume forecast: million units, 2019-24
Figure 8: Forces driving competition in the male toiletries market in India, 2019
Figure 9: Drivers of buyer power in the male toiletries market in India, 2019
Figure 10: Drivers of supplier power in the male toiletries market in India, 2019
Figure 11: Factors influencing the likelihood of new entrants in the male toiletries market in India, 2019
Figure 12: Factors influencing the threat of substitutes in the male toiletries market in India, 2019
Figure 13: Drivers of degree of rivalry in the male toiletries market in India, 2019
Figure 14: India male toiletries market share: % share, by value, 2019

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