

# Mexico Male Toiletries Market Summary, Competitive Analysis and Forecast, 2016-2025

<https://marketpublishers.com/r/M848AECFE244EN.html>

Date: February 2022

Pages: 43

Price: US\$ 350.00 (Single User License)

ID: M848AECFE244EN

## Abstracts

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### SUMMARY

Male Toiletries in Mexico industry profile provides top-line qualitative and quantitative summary information including: market share, market size (value 2016-20, and forecast to 2025). 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, 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 2020 exchange rates.

The Mexican male toiletries market had total revenues of \$493.8m in 2020, representing a compound annual rate of change (CARC) of -1.4% between 2016 and 2020.

Market consumption volumes declined with a CARC of -2.9% between 2016-2020, to reach a total of 60.5 million units in 2020.

Although overall men's grooming is set to see a negative impact from COVID-19 in 2020, performances are expected to vary widely during the forecast period for instance, consumers are increasing the consumption of products related to personal hygiene.

## **SCOPE**

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

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

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 Mexico male toiletries market with five year forecasts

## **REASONS TO BUY**

What was the size of the Mexico male toiletries market by value in 2020?

What will be the size of the Mexico male toiletries market in 2025?

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

How has the market performed over the last five years?

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

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