

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

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## Abstracts

South Korea Male Toiletries Market Summary, Competitive Analysis and Forecast, 2016-2025

### SUMMARY

Male Toiletries in South Korea industry profile provides top-line qualitative and quantitative summary information including: 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 South Korean male toiletries market had total revenues of \$233.5m in 2020, representing a compound annual growth rate (CAGR) of 0.5% between 2016 and 2020.

Market consumption volumes declined with a compound annual rate of change (CARC) of -1.4% between 2016-2020, to reach a total of 35.1 million units in 2020.

South Koreans growing preference for natural and organic products, growing demand for anti-aging products, and increasing popularity of men's grooming products are some of the key factors that are expected to drive the market.

## **SCOPE**

Save time carrying out entry-level research by identifying the size, growth, major segments, 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

## **REASONS TO BUY**

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

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

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?

What are the main segments that make up South Korea's male toiletries market?

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