

# South Korea Male Toiletries Market Summary, Competitive Analysis and Forecast to 2027

<https://marketpublishers.com/r/SD0BE38AE455EN.html>

Date: July 2023

Pages: 42

Price: US\$ 350.00 (Single User License)

ID: SD0BE38AE455EN

## Abstracts

South Korea Male Toiletries Market Summary, Competitive Analysis and Forecast to 2027

### Summary

Male Toiletries in South Korea industry profile provides top-line qualitative and quantitative summary information including: market size (value 2017-22, 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 South Korean Male Toiletries market had total revenues of \$231.9 million in 2022, representing a compound annual growth rate (CAGR) of 1.3% between 2017 and 2022.

Market consumption volumes declined with a CAGR of -0.2% between 2017 and 2022, to reach a total of 37.2 million units in 2022.

The performance of the market is forecast to follow a similar pattern with an anticipated CAGR of 1.5% for the five-year period 2022 %li%2027, which is expected to drive the market to a value of \$249.3 million 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 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 2022?

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

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?

## 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 South Korean male toiletries market?
- 7.3. Which companies have been most successful in increasing their market shares in the last 5 years (2017-2022)?
- 7.4. Which companies market shares have suffered over the same period (2017-2022)?
- 7.5. What are the most popular brands in the South Korean male toiletries market?

## **8 COMPANY PROFILES**

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

## **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: South Korea male toiletries market value: \$ million, 2017-22

Table 2: South Korea male toiletries market volume: million units, 2017-22

Table 3: South Korea male toiletries market category segmentation: % share, by value, 2017-2022

Table 4: South Korea male toiletries market category segmentation: \$ million, 2017-2022

Table 5: South Korea male toiletries market geography segmentation: \$ million, 2022

Table 6: South Korea male toiletries market distribution: % share, by value, 2022

Table 7: South Korea male toiletries market value forecast: \$ million, 2022-27

Table 8: South Korea male toiletries market volume forecast: million units, 2022-27

Table 9: South Korea male toiletries market share: % share, by value, 2022

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: DORCO CO., LTD.: key facts

Table 21: South Korea size of population (million), 2018-22

Table 22: South Korea gdp (constant 2005 prices, \$ billion), 2018-22

Table 23: South Korea gdp (current prices, \$ billion), 2018-22

Table 24: South Korea inflation, 2018-22

Table 25: South Korea consumer price index (absolute), 2018-22

Table 26: South Korea exchange rate, 2018-22

## List Of Figures

### LIST OF FIGURES

Figure 1: South Korea male toiletries market value: \$ million, 2017-22

Figure 2: South Korea male toiletries market volume: million units, 2017-22

Figure 3: South Korea male toiletries market category segmentation: \$ million, 2017-2022

Figure 4: South Korea male toiletries market geography segmentation: % share, by value, 2022

Figure 5: South Korea male toiletries market distribution: % share, by value, 2022

Figure 6: South Korea male toiletries market value forecast: \$ million, 2022-27

Figure 7: South Korea male toiletries market volume forecast: million units, 2022-27

Figure 8: Forces driving competition in the male toiletries market in South Korea, 2022

Figure 9: Drivers of buyer power in the male toiletries market in South Korea, 2022

Figure 10: Drivers of supplier power in the male toiletries market in South Korea, 2022

Figure 11: Factors influencing the likelihood of new entrants in the male toiletries market in South Korea, 2022

Figure 12: Factors influencing the threat of substitutes in the male toiletries market in South Korea, 2022

Figure 13: Drivers of degree of rivalry in the male toiletries market in South Korea, 2022

Figure 14: South Korea male toiletries market share: % share, by value, 2022

## I would like to order

Product name: South Korea Male Toiletries Market Summary, Competitive Analysis and Forecast to 2027

Product link: <https://marketpublishers.com/r/SD0BE38AE455EN.html>

Price: US\$ 350.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/SD0BE38AE455EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970