

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

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## Abstracts

United States Male Toiletries Market Summary, Competitive Analysis and Forecast, 2016-2025

### SUMMARY

Male Toiletries in the United States 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 US male toiletries market had total revenues of \$3,806.0m in 2020, representing a compound annual rate of change (CARC) of -2% between 2016 and 2020.

Market consumption volumes declined with a CARC of -3.2% between 2016-2020, to reach a total of 295.9 million units in 2020.

The male toiletries market in the US registered decline in 2020 due to effect of COVID pandemic.

## **SCOPE**

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

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

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 United States male toiletries market with five year forecasts

## **REASONS TO BUY**

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

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

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

How has the market performed over the last five years?

What are the main segments that make up the United State'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 US male toiletries market?
- 7.3. Which companies have been most successful in increasing their market shares in the last 4 years ?
- 7.4. Which companies' market shares have suffered in the last 4 years?
- 7.5. What are the most popular brands in the market?

## **8 COMPANY PROFILES**

- 8.1. The Procter & Gamble Co
- 8.2. Edgewell Personal Care Co
- 8.3. Unilever Plc.

## **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

## List Of Tables

### LIST OF TABLES

Table 1: United States male toiletries market value: \$ million, 2016-20

Table 2: United States male toiletries market volume: million Units, 2016-20

Table 3: United States male toiletries market category segmentation: \$ million, 2020

Table 4: United States male toiletries market geography segmentation: \$ million, 2020

Table 5: United States male toiletries market distribution: % share, by value, 2020

Table 6: United States male toiletries market value forecast: \$ million, 2020-25

Table 7: United States male toiletries market volume forecast: million Units, 2020-25

Table 8: United States male toiletries market share: % share, by value, 2020

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: Edgewell Personal Care Co: key facts

Table 14: Edgewell Personal Care Co: Annual Financial Ratios

Table 15: Edgewell Personal Care Co: Key Employees

Table 16: Unilever Plc.: key facts

Table 17: Unilever Plc.: Annual Financial Ratios

Table 18: Unilever Plc.: Key Employees

Table 19: United States size of population (million), 2016-20

Table 20: United States gdp (constant 2005 prices, \$ billion), 2016-20

Table 21: United States gdp (current prices, \$ billion), 2016-20

Table 22: United States inflation, 2016-20

Table 23: United States consumer price index (absolute), 2016-20

Table 24: United States exchange rate, 2016-20

## List Of Figures

### LIST OF FIGURES

Figure 1: United States male toiletries market value: \$ million, 2016-20

Figure 2: United States male toiletries market volume: million Units, 2016-20

Figure 3: United States male toiletries market category segmentation: % share, by value, 2020

Figure 4: United States male toiletries market geography segmentation: % share, by value, 2020

Figure 5: United States male toiletries market distribution: % share, by value, 2020

Figure 6: United States male toiletries market value forecast: \$ million, 2020-25

Figure 7: United States male toiletries market volume forecast: million Units, 2020-25

Figure 8: Forces driving competition in the male toiletries market in the United States, 2020

Figure 9: Drivers of buyer power in the male toiletries market in the United States, 2020

Figure 10: Drivers of supplier power in the male toiletries market in the United States, 2020

Figure 11: Factors influencing the likelihood of new entrants in the male toiletries market in the United States, 2020

Figure 12: Factors influencing the threat of substitutes in the male toiletries market in the United States, 2020

Figure 13: Drivers of degree of rivalry in the male toiletries market in the United States, 2020

Figure 14: United States male toiletries market share: % share, by value, 2020

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