

Global Male Grooming Products Market 2021

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Abstracts

Grooming products help individuals to maintain their overall hygiene and physical appearance. The global male grooming products market is set to increase by US\$ 21,778 million from 2021 to 2027, representing a compound annual growth rate (CAGR) of 5.3% during the forecast period. Rising consumer disposable income, increasing consciousness among male consumers about personal wellness and appearance, increasing product availability and retail outlet, growing awareness about the importance of overall body grooming and society's influence towards aesthetically appealing looks are expected to boost the market growth in the coming years.

The report provides up-to-date market size data for period 2017-2020 and forecast to 2027 covering key market aspects like sales value for male grooming products. The global male grooming products market is segmented on the basis of price range, product, distribution channel, and region. On the basis of price range, the global male grooming products market has been segmented into prestige product, mass product. Among these, the mass product segment was accounted for the highest revenue generator in 2020. By product, the global male grooming products market has been segmented into shaving products, razors & blades, toiletries, fragrances. The toiletries segment is estimated to account for the largest share of the global male grooming products market. Based on distribution channel, the global male grooming products market is categorized into supermarkets & hypermarkets, specialty stores, online retailing, others. In terms of geography, the global male grooming products market has been segmented into North America, Asia Pacific, Europe, Middle East and Africa, Latin America.

The male toiletries market is further segmented into bath & shower, deodorants, hair care, and skin care. The deodorants segment captured the largest share of the market in 2020 and is expected to maintain its dominance during the forecast period.

The global male grooming products market is highly competitive. The competitive landscape of the industry has also been examined along with the profiles of the key players Beiersdorf AG, Colgate-Palmolive Company, Coty Inc., Edgewell Personal Care Brands LLC, Kao Corporation, L'Oreal S.A., Malhotra Shaving Products Private Limited, Mandom Corporation, Raymond Ltd., Rohto Pharmaceutical Co. Ltd., Shanghai Jahwa United Co. Ltd., Shiseido Company Limited, Supermax Corp Bhd, Taisho Pharmaceutical Holdings Company Ltd., The Procter & Gamble Company, Unilever PLC, Vini Cosmetics Private Limited.

Report Scope

Price range: prestige product, mass product

Product: shaving products, razors & blades, toiletries, fragrances

Distribution channel: supermarkets & hypermarkets, specialty stores, online retailing, others

Region: North America, Asia Pacific, Europe, Middle East and Africa, Latin America

Years considered: this report covers the period 2017 to 2027

Key Benefits for Stakeholders

Get a comprehensive picture of the global male grooming products market

Pinpoint growth sectors and trends for investment

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Latin America

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Coty Inc.
Edgewell Personal Care Brands, LLC
Kao Corporation
L'Oreal S.A.
Malhotra Shaving Products Private Limited
Mandom Corporation
Raymond Ltd.
Rohto Pharmaceutical Co., Ltd.
Shanghai Jahwa United Co., Ltd.
Shiseido Company, Limited
Supermax Corp Bhd
Taisho Pharmaceutical Holdings Company Ltd.
The Procter & Gamble Company
Unilever PLC
Vini Cosmetics Private Limited
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