

Male Grooming Products Market in Asia Pacific 2021

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Abstracts

Grooming products help individuals to maintain their overall hygiene and physical appearance. According to a report by StrategyHelix, the male grooming products market in Asia Pacific is set to increase by US\$ 6,246 million during 2021-2027, growing at a CAGR of 6.5% 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 Asia Pacific male grooming products market is segmented on the basis of price range, product, distribution channel, and country. On the basis of price range, the male grooming products market in Asia Pacific has been segmented into prestige product, mass product. The mass product segment held the largest revenue share in 2020. By product, the male grooming products market in Asia Pacific has been segmented into shaving products, razors & blades, toiletries, fragrances. Among these, the toiletries segment was accounted for the highest revenue generator in 2020. Based on distribution channel, the male grooming products market in Asia Pacific is categorized into supermarkets & hypermarkets, specialty stores, online retailing, others.

Geographically, the male grooming products market in Asia Pacific is segmented into Australia, China, India, Japan, Philippines, Singapore, South Korea, Taiwan, Thailand.

The male toiletries market is further segmented into bath & shower, deodorants, hair care, and skin care. In Asia Pacific, the deodorants segment made up the largest share of the male grooming products market.

The Asia Pacific male grooming products market is highly competitive. The report also

includes the profiles of leading companies such as Beiersdorf AG, 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

Country: Australia, China, India, Japan, Philippines, Singapore, South Korea, Taiwan, Thailand

Years considered: this report covers the period 2017 to 2027

Key Benefits for Stakeholders

Get a comprehensive picture of the Asia Pacific male grooming products market

Identify regional strategies and strategic priorities on the basis of local data

Pinpoint growth sectors and trends for investment

Contents

PART 1. INTRODUCTION

Scope of the study
Study period
Geographical scope
Research methodology

PART 2. MALE GROOMING PRODUCTS MARKET OVERVIEW

PART 3. MARKET BREAKDOWN BY PRICE RANGE

Prestige product
Mass product

PART 4. MARKET BREAKDOWN BY PRODUCT

Shaving products
Razors & blades
Toiletries
Fragrances

PART 5. MARKET BREAKDOWN BY DISTRIBUTION CHANNEL

Supermarkets & hypermarkets
Specialty stores
Online retailing
Others

PART 6. MARKET BREAKDOWN BY COUNTRY

Australia
China
India
Japan
Philippines
Singapore
South Korea

Taiwan

Thailand

PART 7. KEY COMPANIES

Beiersdorf AG

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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