

# Male Grooming Products Market in Australia 2021

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## Abstracts

Grooming products help individuals to maintain their overall hygiene and physical appearance. The male grooming products market in Australia is poised to grow by US\$ 202 million during 2021-2027, progressing at a CAGR of 3.9% during the forecast period, according to data and analytics company StrategyHelix. 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 Australia male grooming products market is segmented on the basis of price range, product, and distribution channel. By price range, the male grooming products market in Australia has been segmented into prestige product, mass product. In 2020, the mass product segment made up the largest share of revenue generated by the male grooming products market. Based upon product, the male grooming products market in Australia is categorized into shaving products, razors & blades, toiletries, fragrances. The toiletries segment was the largest contributor to the Australia male grooming products market in 2020. On the basis of distribution channel, the male grooming products market in Australia has been segmented into supermarkets & hypermarkets, specialty stores, online retailing, others.

The male toiletries market is further segmented into bath & shower, deodorants, hair care, and skin care. Among these, the deodorants segment was accounted for the highest revenue generator in 2020.

The report also includes the profiles of leading companies such as Unilever PLC, The

Procter & Gamble Company, L'Oreal S.A., Edgewell Personal Care Brands LLC, Coty Inc., Beiersdorf AG.

#### Report Scope

Price range: prestige product, mass product

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

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

Years considered: this report covers the period 2017 to 2027

#### Key Benefits for Stakeholders

Get a comprehensive picture of the Australia 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. KEY COMPANIES**

Unilever PLC  
The Procter & Gamble Company  
L'Oreal S.A.  
Edgewell Personal Care Brands, LLC  
Coty Inc.  
Beiersdorf AG  
About StrategyHelix

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