

Male Grooming Products Market in Bosnia and Herzegovina 2021

<https://marketpublishers.com/r/M55FA1A98290EN.html>

Date: January 2022

Pages: 20

Price: US\$ 450.00 (Single User License)

ID: M55FA1A98290EN

Abstracts

Grooming products help individuals to maintain their overall hygiene and physical appearance. The male grooming products market in Bosnia and Herzegovina is expected to increase at a CAGR of 3.8% till 2027, according to 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 Bosnia and Herzegovina 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 Bosnia and Herzegovina has been segmented into prestige product, mass product. The mass product segment was the largest contributor to the Bosnia and Herzegovina male grooming products market in 2020. Based upon product, the male grooming products market in Bosnia and Herzegovina is categorized into shaving products, razors & blades, toiletries, fragrances. According to the research, the toiletries segment had the largest share in the male grooming products market in Bosnia and Herzegovina. On the basis of distribution channel, the male grooming products market in Bosnia and Herzegovina 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. The deodorants segment is estimated to account for the largest share of the male grooming products market in Bosnia and Herzegovina.

The competitive landscape of the industry has also been examined along with the profiles of the key players The Procter & Gamble Company, Beiersdorf AG, Coty Inc., Unilever PLC.

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 Bosnia and Herzegovina male grooming products market

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

Pinpoint growth sectors and trends for investment

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Beiersdorf AG
Coty Inc.
Unilever PLC
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