

Male Grooming Products Market in Brazil 2021

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Abstracts

Grooming products help individuals to maintain their overall hygiene and physical appearance. According to StrategyHelix, the male grooming products market in Brazil is expected to increase by US\$ 2,384 million during 2021-2027, expanding at a CAGR of 5.5% 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 Brazil male grooming products market is segmented on the basis of price range, product, and distribution channel. Based on price range, the male grooming products market in Brazil is categorized into prestige product, mass product. The mass product segment captured the largest share of the market in 2020. On the basis of product, the male grooming products market in Brazil has been segmented into shaving products, razors & blades, toiletries, fragrances. The toiletries segment held the largest share of the Brazil male grooming products market in 2020 and is anticipated to hold its share during the forecast period. By distribution channel, the male grooming products market in Brazil 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. According to the research, the deodorants segment had the largest share in the male grooming products market in Brazil.

Key companies profiled in the report include Natura & Co, Grupo Boticario, Unilever PLC, The Procter & Gamble Company.

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 Brazil 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

Natura & Co
Grupo Boticario
Unilever PLC
The Procter & Gamble Company
About StrategyHelix
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