

# Male Grooming Products Market in Canada 2021

<https://marketpublishers.com/r/M6DA6F0B9706EN.html>

Date: January 2022

Pages: 16

Price: US\$ 450.00 (Single User License)

ID: M6DA6F0B9706EN

## Abstracts

Grooming products help individuals to maintain their overall hygiene and physical appearance. The male grooming products market in Canada is set to increase by US\$ 128 million from 2021 to 2027, representing a compound annual growth rate (CAGR) of 2.2% 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 Canada male grooming products market is segmented on the basis of price range, product, and distribution channel. On the basis of price range, the male grooming products market in Canada has been segmented into prestige product, mass product. The mass product segment is estimated to account for the largest share of the male grooming products market in Canada. By product, the male grooming products market in Canada has been segmented into shaving products, razors & blades, toiletries, fragrances. The toiletries segment held the largest revenue share in 2020. Based on distribution channel, the male grooming products market in Canada is categorized 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 held the largest share of the Canada male grooming products market in 2020 and is anticipated to hold its share during the forecast period.

The key players in the male grooming products market include The Procter & Gamble Company, Unilever PLC, Coty Inc., L'Oreal S.A.

## 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 Canada 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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Unilever PLC  
Coty Inc.  
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