

# Male Grooming Products Market in Dominican Republic 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 Dominican Republic is set to grow at a healthy compound annual growth rate (CAGR) of 6.8% in the next five years. 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 Dominican Republic 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 Dominican Republic 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 Dominican Republic 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 Dominican Republic 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. In Dominican Republic, the deodorants segment made up the largest share of the male grooming products market.

The male grooming products market is dominated by key players, which are The

Procter & Gamble Company, Corporacion Belcorp, Societe Bic S.A., 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 Dominican Republic 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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