

Male Grooming Products Market in Ghana 2021

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Abstracts

Grooming products help individuals to maintain their overall hygiene and physical appearance. The male grooming products market in Ghana is poised to grow at a CAGR of around 8.4% over the analysis period of 2021 to 2027, 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 Ghana 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 Ghana has been segmented into prestige product, mass product. According to the research, the mass product segment had the largest share in the male grooming products market in Ghana. Based upon product, the male grooming products market in Ghana is categorized into shaving products, razors & blades, toiletries, fragrances. In 2020, the toiletries segment made up the largest share of revenue generated by the male grooming products market. On the basis of distribution channel, the male grooming products market in Ghana 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. StrategyHelix research indicates that the deodorants segment occupied the largest share of this market in 2020 and is expected to draw the highest demand in coming years.

Key companies profiled in the report include Societe Bic S.A., Beiersdorf AG, 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 Ghana 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
Unilever PLC
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