

# Male Grooming Products Market in Indonesia 2021

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## Abstracts

Grooming products help individuals to maintain their overall hygiene and physical appearance. The male grooming products market in Indonesia is poised to grow by US\$ 1,039 million from 2021 to 2027, registering a CAGR of 14.6% during the forecast period, 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 Indonesia 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 Indonesia has been segmented into prestige product, mass product. The mass product segment was the largest contributor to the Indonesia male grooming products market in 2020. Based upon product, the male grooming products market in Indonesia 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 Indonesia. On the basis of distribution channel, the male grooming products market in Indonesia 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 Indonesia.

Top players covered in Indonesia Male Grooming Products Market Study are Mandom Corporation, Unilever PLC, The Procter & Gamble Company, 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 Indonesia 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**

Mandom Corporation  
Unilever PLC  
The Procter & Gamble Company  
L'Oreal S.A.  
About StrategyHelix  
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