

Male Grooming Products Market in Jordan 2021

<https://marketpublishers.com/r/MB0F533A22B6EN.html>

Date: January 2022

Pages: 22

Price: US\$ 450.00 (Single User License)

ID: MB0F533A22B6EN

Abstracts

Grooming products help individuals to maintain their overall hygiene and physical appearance. The male grooming products market in Jordan is anticipated to expand positively at a CAGR of 4.8% during the forecast period (2021-2027), 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 Jordan 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 Jordan has been segmented into prestige product, mass product. In 2020, the mass product segment made up the largest share of revenue generated by the male grooming products market. Based upon product, the male grooming products market in Jordan is categorized into shaving products, razors & blades, toiletries, fragrances. The toiletries segment was the largest contributor to the Jordan male grooming products market in 2020. On the basis of distribution channel, the male grooming products market in Jordan 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. Among these, the deodorants segment was accounted for the highest revenue generator in 2020.

Top players covered in Jordan Male Grooming Products Market Study are Beiersdorf AG, The Procter & Gamble Company, Unilever PLC, Colgate-Palmolive 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 Jordan 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

Beiersdorf AG
The Procter & Gamble Company
Unilever PLC
Colgate-Palmolive Company
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