

# Male Grooming Products Market in Middle East and Africa 2021

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## Abstracts

Grooming products help individuals to maintain their overall hygiene and physical appearance. The male grooming products market in Middle East and Africa is poised to grow by US\$ 1,642 million during 2021-2027, progressing at a CAGR of 6.5% during the forecast period, 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 Middle East and Africa male grooming products market is segmented on the basis of price range, product, distribution channel, and country. By price range, the male grooming products market in Middle East and Africa 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 Middle East and Africa. Based upon product, the male grooming products market in Middle East and Africa 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 Middle East and Africa has been segmented into supermarkets & hypermarkets, specialty stores, online retailing, others. Geographically, the male grooming products market in Middle East and Africa is segmented into South Africa, United Arab Emirates.

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.

The Middle East and Africa male grooming products market is highly competitive. The prominent players operating in the Middle East and Africa male grooming products market include Arabian Oud Company, Beiersdorf AG, Coty Inc., LORD PRECISION INDUSTRIES S.A.E., Middle East Chemicals MEC, Natura & Co, PUIG SL, The Procter & Gamble Company, 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

Country: South Africa, United Arab Emirates

Years considered: this report covers the period 2017 to 2027

#### Key Benefits for Stakeholders

Get a comprehensive picture of the Middle East and Africa 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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Middle East Chemicals MEC  
Natura & Co  
PUIG SL  
The Procter & Gamble Company  
Unilever PLC  
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