

Male Grooming Products Market in North America 2021

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Abstracts

Grooming products help individuals to maintain their overall hygiene and physical appearance. According to StrategyHelix, the male grooming products market in North America is expected to increase by US\$ 3,386 million during 2021-2027, expanding at a CAGR of 3.9% during the forecast period. 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 North America male grooming products market is segmented on the basis of price range, product, distribution channel, and country. Based on price range, the male grooming products market in North America is categorized into prestige product, mass product. In North America, the mass product segment made up the largest share of the male grooming products market. On the basis of product, the male grooming products market in North America has been segmented into shaving products, razors & blades, toiletries, fragrances. The toiletries segment captured the largest share of the market in 2020. By distribution channel, the male grooming products market in North America has been segmented into supermarkets & hypermarkets, specialty stores, online retailing, others. Geographically, the male grooming products market in North America is segmented into Canada, USA.

The male toiletries market is further segmented into bath & shower, deodorants, hair care, and skin care. The deodorants segment was the largest contributor to the North America male grooming products market in 2020.

Key companies profiled in the report include The Procter & Gamble Company, Unilever PLC, L'Oreal S.A., Edgewell Personal Care Brands LLC, 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

Country: Canada, USA

Years considered: this report covers the period 2017 to 2027

Key Benefits for Stakeholders

Get a comprehensive picture of the North America 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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