

Male Grooming Products Market in Pakistan 2021

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Abstracts

Grooming products help individuals to maintain their overall hygiene and physical appearance. The male grooming products market in Pakistan is poised to grow by US\$ 249 million from 2021 to 2027, registering a CAGR of 11.9% 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 Pakistan 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 Pakistan 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 Pakistan is categorized into shaving products, razors & blades, toiletries, fragrances. The toiletries segment was the largest contributor to the Pakistan male grooming products market in 2020. On the basis of distribution channel, the male grooming products market in Pakistan 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.

As of 2020, the major players in the Pakistan male grooming products market were The Procter & Gamble Company, Societe Bic S.A., Treet Corporation, Reckitt Benckiser

Group plc (RB).

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 Pakistan 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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Societe Bic S.A.
Treet Corporation
Reckitt Benckiser Group plc (RB)
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