

# Male Grooming Products Market in Russia 2021

<https://marketpublishers.com/r/MD2D4E43095CEN.html>

Date: January 2022

Pages: 22

Price: US\$ 450.00 (Single User License)

ID: MD2D4E43095CEN

## Abstracts

Grooming products help individuals to maintain their overall hygiene and physical appearance. The male grooming products market in Russia is poised to grow by US\$ 341 million from 2021 to 2027, registering a CAGR of 3.3% 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 Russia 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 Russia 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 Russia. Based upon product, the male grooming products market in Russia 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 Russia 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. 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.

Top players covered in Russia Male Grooming Products Market Study are The Procter

& Gamble Company, Beiersdorf AG, Coty Inc., Unilever PLC, Natura & Co.

#### 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 Russia 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**

The Procter & Gamble Company  
Beiersdorf AG  
Coty Inc.  
Unilever PLC  
Natura & Co  
About StrategyHelix  
Disclaimer

## I would like to order

Product name: Male Grooming Products Market in Russia 2021

Product link: <https://marketpublishers.com/r/MD2D4E43095CEN.html>

Price: US\$ 450.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/MD2D4E43095CEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970